



**digitalsummit**

**AM WORKSHOP WORKBOOK**

**BECOME AN SEO ROCKSTAR:  
ACTIONABLE STRATEGIES,  
TACTICS & TOOLS**

**Mindy Weinstein | Founder & President, Market MindShift**

# TABLE OF CONTENTS

3	<b>Section 1: Your Searchers</b>
4	<b>Audience Analysis</b>
4	Tools & Techniques to Use
9	<b>Personas for SEO</b>
9	Tools & Techniques to Use
13	Exercise
23	<b>Advanced Keyword Research</b>
23	Exercise
30	Free Keyword Research Tools
31	<b>Buyer's Journey for SEO</b>
32	Exercise
33	<b>Section 2: Your Website</b>
34	<b>Common SEO Issues to Fix</b>
43	Audit Checklist
49	Migration/Redesign Checklist
50	<b>Competitor Analysis</b>
54	<b>Content Audit</b>
56	<b>Website Structure</b>
58	Exercise
64	<b>SEO Content</b>
64	Tools
70	Exercise
71	<b>Section 3: Your Online Authority</b>
72	<b>Link Attraction</b>
72	Exercise
77	<b>Section 4: Your Action Items</b>
78	<b>Prioritized Action List</b>
79	<b>About Mindy Weinstein</b>

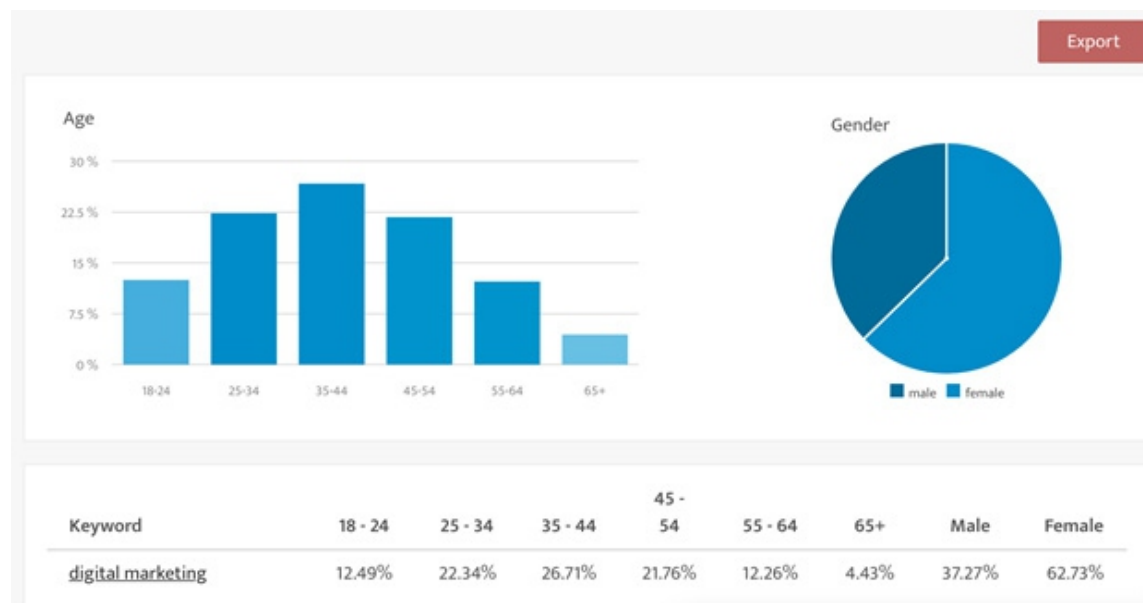
## SECTION ONE: YOUR SEARCHERS

# AUDIENCE ANALYSIS

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.

## TOOLS & TECHNIQUES TO USE

- Use keywords to get demographic information. Take each of your five top keywords and plug them one by one into <https://demographics.io/>. This tool provides insight into basic demographics of searchers, as shown below.

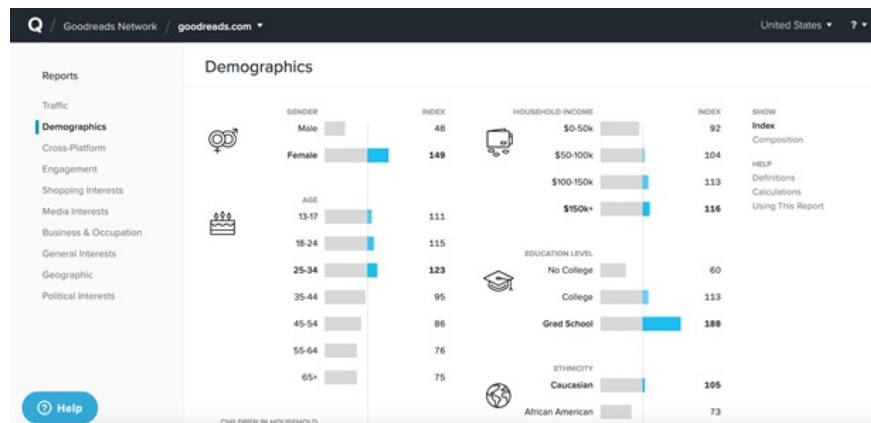


# AUDIENCE ANALYSIS

## TOOLS & TECHNIQUES TO USE

- **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. The following are various tools that help with this technique.

Quantcast (<https://www.quantcast.com/>) :

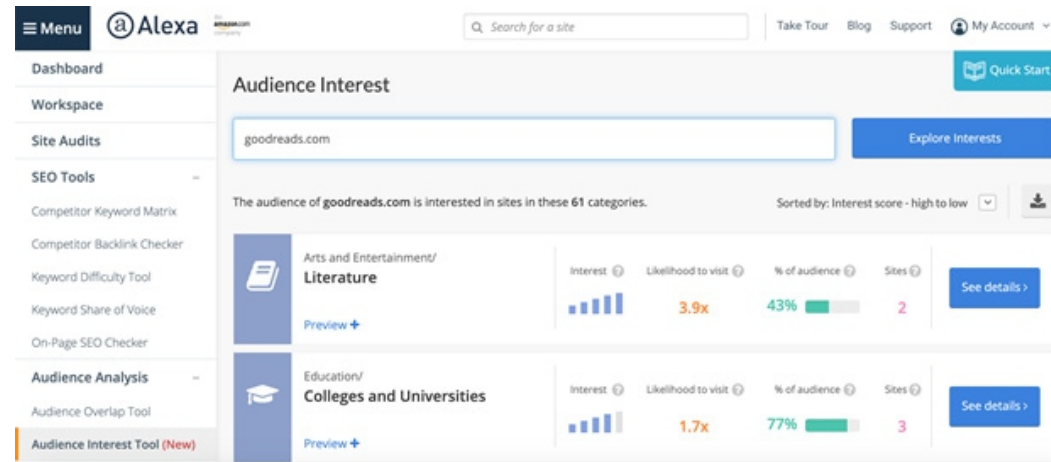




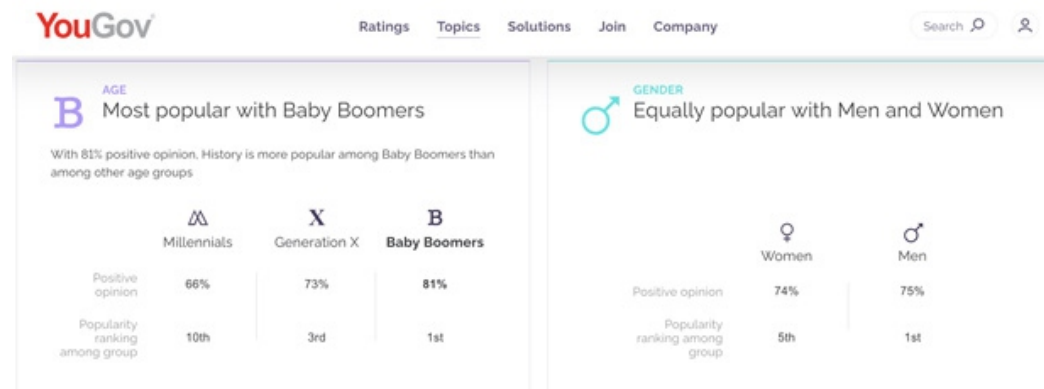
# AUDIENCE ANALYSIS

## TOOLS & TECHNIQUES TO USE

Alexa (<https://www.alexa.com/>) :



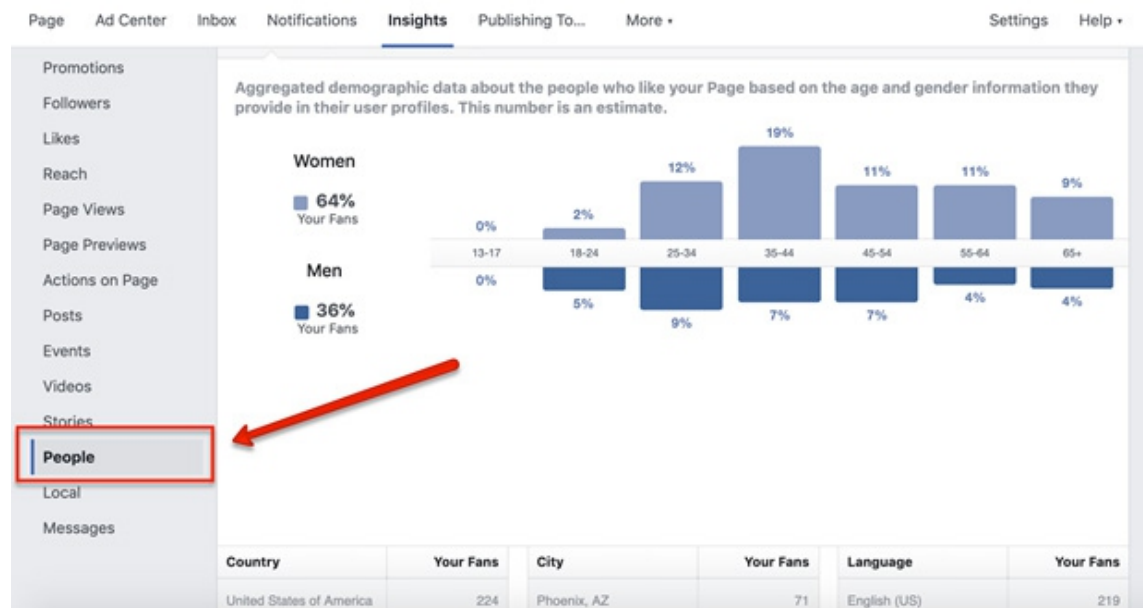
YouGov (<https://today.yougov.com/>) :



## TOOLS & TECHNIQUES TO USE

- **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.

You can view follower/fan information directly on your company's Facebook page, as shown below:



## TOOLS & TECHNIQUES TO USE

You can also view competitors and other brands' audience information <https://followerwonk.com/>, which provides a word cloud to show you what users are talking about:





# 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.

## TOOLS & TECHNIQUES TO USE

- **Surveys:** If you have an existing customer base, you can send out a survey asking questions to help you understand them better.
- **Analyze Social Followings:** Analyze either your company's social following or your competitors' (or both). A tool, such as Demographics Pro, can help you identify common characteristics about your audience (<http://www.demographicspro.com/>).
- **Website Analytics:** Use Google Analytics, or whatever tool that is tracking your website analytics, to determine what content is moving people to action. What did they click? How long did they stay? Did they buy? Action such as these can give you a glimpse into what motivates your website visitors.
- **Existing Customer Groups & Personas:** There are some free tools and resources that provide information on groups and personas that have already been identified around certain brands and demographic data. Below are some examples.

## TOOLS & TECHNIQUES TO USE

Acxiom (<https://isapps.acxiom.com/personicx/personicx.aspx>) :



### What's My Cluster ?

Personicx segments U.S. households into one of 70 distinct clusters within 21 life stage groups. Where do you fall within the possible Personicx clusters?

Your Age:

Your Marital Status:

Home Owner/Renter:

Oldest Child in the Home:

Household Income:   
The combined total for all income generated by household members.

ZIP® Code:

Household Net Worth:   
Represents the household's financial and non-financial assets (real estate holdings, vehicle value, etc.) minus total debt.

---

What's My Cluster ?

 **Cluster #7: Active Lifestyles**

Active Lifestyles is made up of wealthy couples with older children and teens, driving the SUVs needed to move them and their gear. Their kids are driving now, too, which means additional vehicles at home. These parents are planning for the future, saving money for college expenses and taking out disability insurance. Before the kids head off to college, though, they enjoy the here and now with casual, family-friendly activities like cooking out, watching movies and playing outdoor games. They also stay active with deliberate exercise and high-energy recreation.

**Cluster Demographics**  
Age: 35-65  
Married  
Income: \$125,000+  
Owner  
Kids: School-age kids  
Suburbs & Towns  
Net Worth: \$100K-\$1MM

[New Search](#)

## TOOLS & TECHNIQUES TO USE

Claritas (<https://claritas360.claritas.com/mybestsegments/?ID=30&pageName=Segment%C3%9Etails>)

**claritas** CONTACT CLIENT LOGIN

ZIP Code Lookup / Segment Details / Resources / About

### Helping companies find customers

#### Who Are My Best Customers?

**Claritas Segmentation**  
Evaluate market segments by linking consumer behaviors for shopping, financial, media and much more, to gain powerful insights that allow you to create actionable strategies and tactically execute while benchmarking your performance.

#### What Are They Like?

**Segment Highlight**  
Get a sneak peek of MyBestSegments with an in-depth view of Upper Coast. Learn about this segment's demographic and lifestyle traits, including what they watch and buy, and where they live.

#### Where Can I Find Them?

**ZIP Code Look-up**  
Discover the top consumer segments that live in your ZIP Code and uncover a brief snapshot about each segment's demographic and lifestyle characteristics.

**claritas** ZIP Code Lookup / Segment Details / Resources / About

PREZIM Premier PREZIM Premier Connections PREZIM

View My (Change) Score View by Social Group

Filter Segments Clear Filters Sort Segments Segment PDFs Core Demo Sheet Select All

(To select multiple segments for PDF download, hold control and click the desired segments.)

<b>01 Upper Coast</b> Wealthy Mature w/ Kids	<b>02 Networked Neighbors</b> Wealthy Middle Age Mostly w/ Kids	<b>03 Movers &amp; Shakers</b> Wealthy Older Mostly w/ Kids	<b>04 Young Digital</b> Wealthy Middle Age Mostly w/ Kids	<b>05 Country Squires</b> Wealthy Older Family Mix	<b>06 Winner's Circle</b> Wealthy Middle Age Mostly w/ Kids	<b>07 Money &amp; Brains</b> Wealthy Older Mostly w/ Kids
<b>08 Gray Power</b> Wealthy Mature w/ Kids	<b>09 Big Fish, Small Pond</b> Upscale Mature w/ Kids	<b>10 Executive Suites</b> Upscale Middle Age Mostly w/ Kids	<b>11 Fast-Track Families</b> Upscale Middle Age Family Mix	<b>12 Crusin' to Retirement</b> Upscale Older Mostly w/ Kids	<b>13 Upward Bound</b> Upscale Younger Family Mix	<b>14 Kids &amp; Cul-de-Sacs</b> Upscale Middle Age Family Mix
<b>15 New Homeowners</b> Upscale Middle Age Mostly w/ Kids	<b>16 Beltway Boomers</b> Upscale Middle Age Mostly w/ Kids	<b>17 Urban Elders</b> Midscale Middle Age Mostly w/ Kids	<b>18 Mayberryville</b> Upscale Older Mostly w/ Kids	<b>19 American Dreams</b> Upper Midscale Middle Age Mostly w/ Kids	<b>20 Empty Nests</b> Upper Midscale Mature w/ Kids	<b>21 The Cosmopolitans</b> Upscale Younger Family Mix
<b>22 Middleburg Managers</b> Upscale Middle Age Family Mix	<b>23 Township Travelers</b> Upper Midscale Middle Age Family Mix	<b>24 Pickup Patriarchs</b> Upscale Older Mostly w/ Kids	<b>25 Up and Comers</b> Upper Midscale Younger Family Mix	<b>26 Home Sweet Home</b> Upper Midscale Middle Age w/ Kids	<b>27 Big City Families</b> Upscale Middle Age Mostly w/ Kids	<b>28 Country Casuals</b> Upper Midscale Older Mostly w/ Kids
<b>29 White Picket Fences</b> Midscale Middle Age Family Mix	<b>30 Pools &amp; Patis</b> Upper Midscale Younger Mostly w/ Kids	<b>31 Connected Bohemians</b> Midscale Younger Mostly w/ Kids	<b>32 Traditional Times</b> Upper Midscale Mature w/ Kids	<b>33 Second City Startups</b> Upper Midscale Younger Mostly w/ Kids	<b>34 Young &amp; Influential</b> Upper Midscale Younger Mostly w/ Kids	<b>35 Urban Achievers</b> Midscale Middle Age Mostly w/ Kids

**claritas** ZIP Code Lookup / Segment Details / Resources / About

**03 - Movers & Shakers** Download Segment Details

Wealthy Older Mostly w/ Kids  
Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they enjoy reading business publications and visits to business-oriented websites.

Social Group: 04 - 51 Elite Suburbs  
Lifestyle Group: 08 - M Affluent Empty Nests

2019 Statistics  
US Households: 1,783,056  
Median Household Income: \$150,022

Demographic Traits

- Urbanicity: Suburban
- Income: Affluent
- Income Producing Assets: Millions
- Household Technology: 2 Above Average
- Age Range: Age 45-64
- Presence of Kids: Mostly w/ Kids
- Homeownership: Mostly Owners
- Employment Levels: Management and Professional
- Education Levels: Graduate Plus

Lifestyle & Media Traits

## EXERCISE

Fill out the following templates to create your SEO personas. You can also use <https://www.makemypersona.com/> for additional help.



## EXERCISE

### Persona #1

Demographics	
Gender	
Age	
Education	
Occupation	
Income	
Marital Status	
Region	



## EXERCISE

### Persona #1

Psychographics	
Lifestyle	
Habits	
Values	
Interests	
Opinions	
Activities	

## EXERCISE

### Persona #1

Real Quotes	
Quote #1	
Quote #2	
Quote #3	
Quote #4	
Quote #5	

## EXERCISE

### Persona #2

Demographics	
Gender	
Age	
Education	
Occupation	
Income	
Marital Status	
Region	

## EXERCISE

### Persona #2

Psychographics	
Lifestyle	
Habits	
Values	
Interests	
Opinions	
Activities	

## EXERCISE

### Persona #2

Real Quotes	
Quote #1	
Quote #2	
Quote #3	
Quote #4	
Quote #5	

## EXERCISE

### Persona #3

Demographics	
Gender	
Age	
Education	
Occupation	
Income	
Marital Status	
Region	



## EXERCISE

### Persona #3

Psychographics	
Lifestyle	
Habits	
Values	
Interests	
Opinions	
Activities	

## EXERCISE

### Persona #3

Real Quotes	
Quote #1	
Quote #2	
Quote #3	
Quote #4	
Quote #5	

# 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.

# ADVANCED KEYWORD RESEARCH

## EXERCISE

Keyword	Category

# ADVANCED KEYWORD RESEARCH

## EXERCISE

If you want to get even deeper into your research, use the seedkeywords tool (<http://www.seedkeywords.com/>).



Using seedkeywords, create a search scenario that aligns with your brand, product or service and invite people to try to solve it by entering the keywords they would use in search.

# ADVANCED KEYWORD RESEARCH

## EXERCISE

### 2. Grow the list

Now is the point where keyword research tools are necessary. Use a tool such as SEMRush or Moz to help you grow your list. Identify related keywords that match your website themes. For the purpose of the workshop exercise, use a free tool listed at the end of this section.

### Keyword Research Hack

Use the Keywords Everywhere browser plugin (<https://keywordseverywhere.com/>) to get search volume directly in SERPs. You can easily add them to your list and export to Excel. See the screenshots below for an example.

The screenshot shows a Google search for "dry cleaner". Below the search bar, the following data is displayed: Volume: 301,000/mo | CPC: \$3.28 | Competition: 0.04. Below this, there are navigation links for "All", "Maps", "News", "Shopping", "Images", "More", "Settings", and "Tools".

Below the navigation links, the section "Searches related to dry cleaner" is shown. A red box highlights the following list of related keywords, each with its search volume, CPC, and competition score:

Keyword	Volume	CPC	Competition
dry cleaners phoenix	390/mo	\$4.71	0.14
regal discount cleaners	50/mo	\$2.65	0.12
2.50 dry cleaners phoenix	0/mo	\$0.00	0
zest dry cleaners	90/mo	\$2.58	0.06
best dry cleaners phoenix az	0/mo	\$0.00	0
phoenix dry cleaners tulsa	0/mo	\$0.00	0
park avenue cleaners phoenix az	0/mo	\$0.00	0
dry cleaners glendale az	110/mo	\$2.37	0.09

A red arrow points to the "zest dry cleaners" entry in the list. Below the list, the Google logo is visible with a search bar and a "Next" button.



## EXERCISE

### 3. Validate search volume

Now that the keyword list is pretty hefty, it's time to validate search volume. Don't discount keywords just because query volume isn't as high as others—often, these low volume keywords are easy targets and can generate quality traffic. Again, use a paid or free keyword tool already mentioned.

### 4. Identify the search intent

This step is where keyword research can get more relevant and turn into a game changer for your SEO campaign. It's not enough to merely identify keywords and volume—you need to know the search intent behind the keywords. Intent falls into two main categories: Know and Buy. Know queries are research based and lead searchers to robust information on a topic. Buy queries are purchase-based, meaning someone is looking to buy something.

The page architecture and associated words used will vary based upon the intent. For example, a shopping page tends to have less words than an information page, but more images. It also generally has ecommerce terms, such as "order," "shipping," and "return policy." This would be natural behavior that you should follow with your website. You need to know what searchers and search engines expect to find with a certain keyword query. Is it an informative article or a product page? Gathering search intent in the keyword research phase will save you time later.

This research will require you to go to Google search and query your words. Pay careful attention to the listings that appear.

# ADVANCED KEYWORD RESEARCH

## EXERCISE

A screenshot of a Google search for "organic coffee". The search results are annotated with two horizontal lines and circles. A green line with a circle at the end points to the first result, "Jim's Organic Coffee", and is labeled "BUY" INTENT. A purple line with a circle at the end points to the second result, "Organic vs. Conventional Coffee | Equal Exchange", and is labeled "KNOW" INTENT.

Google organic coffee

About 99,500,000 results (0.73 seconds)

**Jim's Organic Coffee**  
<https://www.jimsorganiccoffee.com/> • Jim's Organic Coffee is a coffee roaster dedicated to providing the very finest certified organic coffee available. Learn more now.  
Shop - Contact Us - Light / Medium Roast - Dark Roast

**Organic vs. Conventional Coffee | Equal Exchange**  
[equalexchange.com/blog/organic-vs-conventional-coffee/](https://www.equalexchange.com/blog/organic-vs-conventional-coffee/) • Apr 25, 2014 - The benefits of organic coffee ... It's the difference between conventional and organic coffee. Even if you already choose organic in the produce ...

**Organic Coffee Company | Best Organic Coffee and Coffee Beans**  
[www.organiccoffeecompany.com/](http://www.organiccoffeecompany.com/) • Fair trade, blended, flavored, and single origin products. Includes company news and tips for storage and brewing.  
Testimonials - Free Recipe Book - 7 Fun Ways To Up Your Coffee ... - News

**Best Organic coffee in Phoenix, AZ - Yelp**  
[https://www.yelp.com/search?find\\_desc=organic-coffee&find\\_loc=Phoenix%2C%2C%20AZ](https://www.yelp.com/search?find_desc=organic-coffee&find_loc=Phoenix%2C%2C%20AZ) • Reviews on Organic coffee in Phoenix, AZ - A T. Casa Coffee & Tea Shop, Lux Central, Mama's Cold Brew, WickedBean Coffee, Fair Trade Cafe, Urban Beans ...

**Organic coffee - Wikipedia**  
[https://en.wikipedia.org/wiki/Organic\\_coffee](https://en.wikipedia.org/wiki/Organic_coffee) • Organic coffee is coffee produced without the aid of artificial chemical substances, such as certain pesticides or some pesticides and herbicides.

**Organic Coffee: Grounds for Change Organic Certified Coffee**  
[www.groundsforchange.com/learn/organic.php](http://www.groundsforchange.com/learn/organic.php) • Certified Organic Coffee means that the organic coffee is produced by farmers who emphasize the use of renewable resources and the conservation of soil and ...

**A Guide to Locally Roasted Coffee Beans in Metro Phoenix | Phoenix ...**  
[www.phoenixweek.com/a-guide-to-locally-roasted-coffee-beans-in-metro-phoenix/](http://www.phoenixweek.com/a-guide-to-locally-roasted-coffee-beans-in-metro-phoenix/) • Jun 3, 2014 - Highland Coffee Roaster Although you can't go to the Highland Cafe because it doesn't exist, buying single origin, fair trade, organic, and ...

A screenshot of a Google search for "safe weed removal". The search results are annotated with a purple line and circles. A purple line with a circle at the end points to the first result, "6 Homemade herbicides: Kill the weeds without killing the Earth ...", and is labeled "KNOW" INTENT.

Google safe weed removal

About 5,100,000 results (0.40 seconds)

**6 Homemade herbicides: Kill the weeds without killing the Earth ...**  
[www.tweetygo.com/best-6-homemade-herbicide-kill-weeds-without-killing-earth/](http://www.tweetygo.com/best-6-homemade-herbicide-kill-weeds-without-killing-earth/) • Jul 15, 2014 - The most environmentally friendly way to get rid of weeds is to pull them up, dig out the roots, let them dry in the sun, and then add them to a ...  
• 6 edible garden weeds • 6 Edible ground cover plants ...

**9 Homemade Organic Weed Killers - How to Kill Weeds Naturally**  
[www.goodhousekeeping.com/home/gardening/advicag/77/homemade-weed-killers/](http://www.goodhousekeeping.com/home/gardening/advicag/77/homemade-weed-killers/) • Mar 23, 2016 - Tackle those pesky garden invaders without harsh chemicals. These homemade organic weed killers are non-toxic, natural, cheap and ...

**How to Make Eco-Friendly Weed Killer | Home Guides | SF Gate**  
[homeguides.sfgate.com/garden-1-herb-control/](http://homeguides.sfgate.com/garden-1-herb-control/) • Eco-friendly weed killer is often more cost-effective than chemical sprays. Organic ... This weakens the plant and makes it vulnerable to the vinegar weed killer.

**Vinegar Weed Killer: Grandma's Recipe For Fast Weed Control**  
[www.garden.com/articles/learn-0403/vinegar-weed-killer.html](http://www.garden.com/articles/learn-0403/vinegar-weed-killer.html) • Vinegar can kill weeds. How & where can you use it? Many recipes are questionable. See the results of a vinegar weed killer test, with smart tips for safe use.

**Hands Down the Best Way to Kill Weeds and It's Not Roundup**  
[www.everydayhappists.com/.../hands-down-the-best-way-to-kill-weeds-and-it-s-not-roun/](http://www.everydayhappists.com/.../hands-down-the-best-way-to-kill-weeds-and-it-s-not-roun/) • Jul 16, 2015 - In no time, the company gave its miracle weed killer the brand name ... Is safe as water, I still wouldn't trail out the high price for the stuff. I kill ...  
• Got a Problem? Grab the HG-40 • Cheap and Effective Gardening Tips ...

**How to Eliminate Weeds From Your Grass | The Family Handyman**  
[www.familyhandyman.com/outdoors-1/landscaping/](http://www.familyhandyman.com/outdoors-1/landscaping/) • Kill any weeds with a nonselective herbicide (ie treat survivors after 10 days). The herbicide will break down within two weeks and the ground will be safe for ...

**Organic Weed Control - How to Kill Weeds Without Harmful ...**  
[www.horticulturalgarden.com/2009/03/organic-weed-control-how-to-kill-weeds/](http://www.horticulturalgarden.com/2009/03/organic-weed-control-how-to-kill-weeds/) • Mar 28, 2009 - Spraying organic herbicides for natural weed control ... So people could think that Roundup is safe because glyphosate is reasonably safe, but ...

# ADVANCED KEYWORD RESEARCH

## EXERCISE

Once you have done the search intent research, you should add that information to your keyword research spreadsheet and add more columns, much like the following.

Keyword	Search Volume	Search Intent	Category

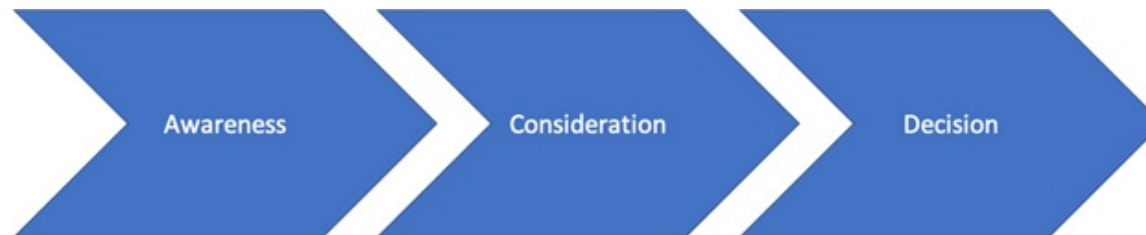
## FREE KEYWORD RESEARCH TOOLS

- [Answerthepublic.com](https://www.answerthepublic.com)
- Bing Keyword Research Tool
- [Keyword.io](https://keyword.io)
- [Soovle.com](https://soovle.com)
- [Ubersuggest.io](https://ubersuggest.io)

# BUYER'S JOURNEY FOR SEO

*"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>.



## EXERCISE

Using your persona information and keyword list, assign words and phrases that might be used in search during each stage. You can also include questions, which can serve as content topics.

### Awareness

---

---

---

---

---

---

---

---

### Consideration

---

---

---

---

---

---

---

---

### Decision

---

---

---

---

---

---

---

---



## SECTION TWO: YOUR WEBSITE

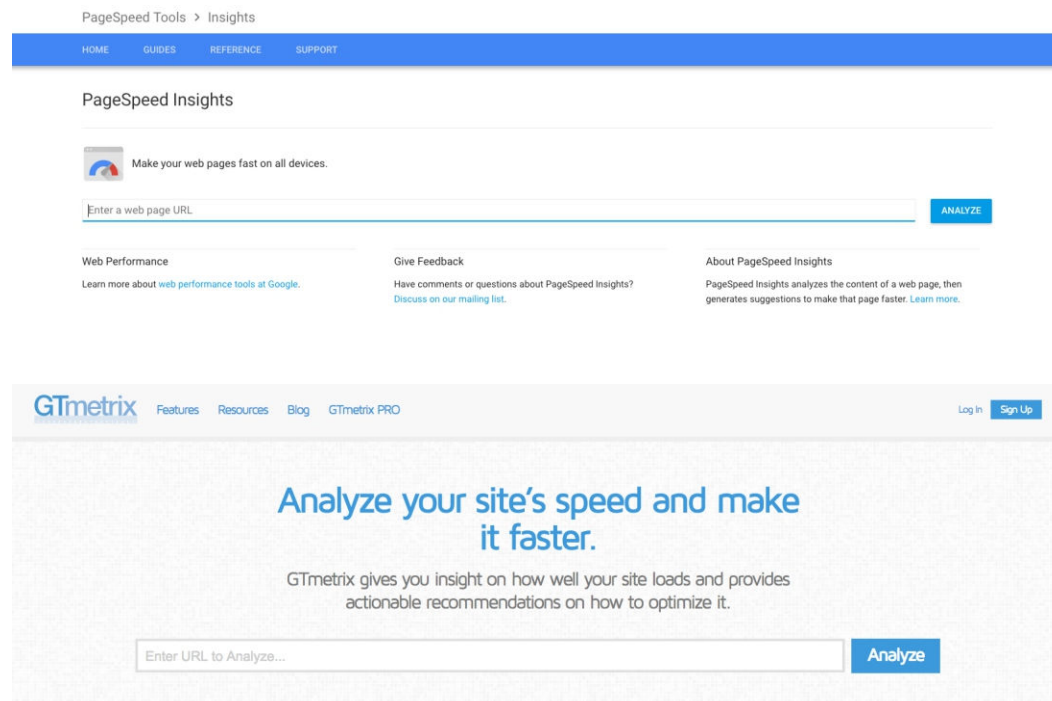
# COMMON SEO ISSUES TO FIX

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

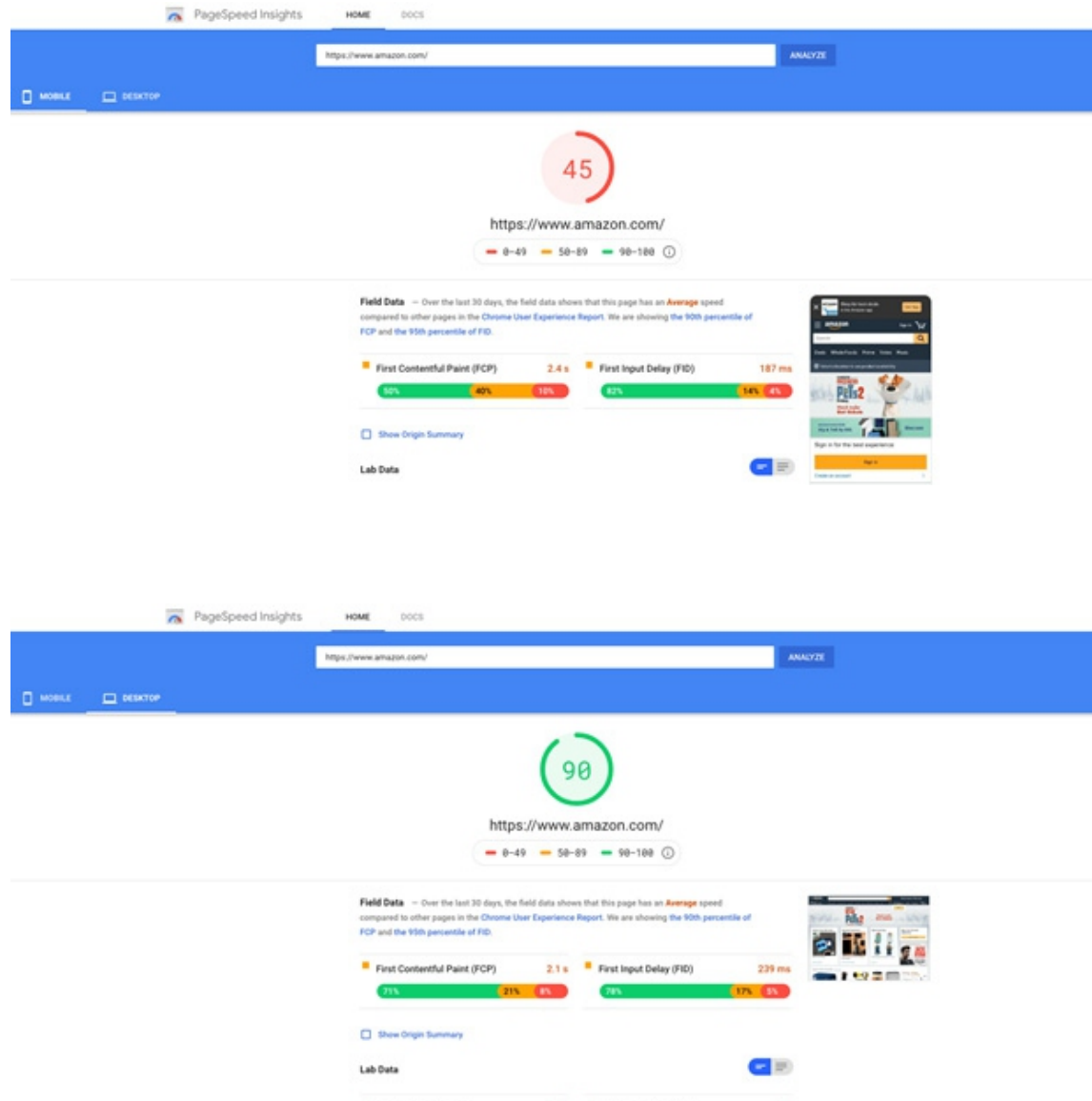
Speed is a factor in Google's ranking algorithm, which means the longer it takes your web pages to load, the more you are hurting yourself.

1. Use Google PageSpeed Insights (<https://developers.google.com/speed/pagespeed/insights/>) and/or GTMetrix.com (<https://gtmetrix.com/>)



# COMMON SEO ISSUES TO FIX

## 2. Test the top pages, such as home page and category pages



# COMMON SEO ISSUES TO FIX

## 3. Review and implement the suggestions for improvement

### Optimization Suggestions

Eliminate render-blocking JavaScript and CSS in above-the-fold content

▶ [Show how to fix](#)

Avoid landing page redirects

▶ [Show how to fix](#)

Leverage browser caching

▶ [Show how to fix](#)

Optimize images

▶ [Show how to fix](#)

Minify HTML

▶ [Show how to fix](#)



## Poor Page Construction

Page construction includes how the web page is laid out, such as meta tags, page headings, images, and other elements. While there are many things you can check in terms of page construction, the focus for this exercise is to review titles, descriptions and headings. Download Screaming Frog (<https://www.screamingfrog.co.uk/seo-spider/>).

### 1. Crawl your website using Screaming Frog

(Once the crawl is complete, download your spreadsheet for review.)

	Internal	External	Protocol	Response Codes	URI	Page Titles	Meta Descripti
Filter:	All						
Address							Content
1					http://amazon.com/		text/html
2					https://amazon.com/		text/html
3					https://www.amazon.com/		text/html;cha
4					https://www.amazon.com/STRING-subnav_primephotos_amazondrive/b/ref=us_f...		text/html;cha
5					https://www.amazon.com/cloudrive/ref=amb_link_2/146-2208663-43772137...		text/html; ch
6					https://fls-na.amazon.com/1/batch/1/OP/ATVPDKIKX0DER:135-8885582-464...		image/gif
7					https://fls-na.amazon.com/1/batch/1/OP/ATVPDKIKX0DER:146-2208663-437...		image/gif
8					https://advertising.amazon.com/?ref=ext_amzn_ftr		text/html;cha
9					https://www.amazon.com/b/ref=amb_link_5/146-2208663-43772137_encoding...		text/html;cha
10					http://www.amazon.com/b/?&node=5160028011		text/html
11					https://www.amazon.com/b/ref=nav_shopall_?_encoding=UTF8&node=1760828...		text/html;cha
12					https://www.amazon.com/AmazonFresh/b/ref=footer_aff_fresh?ie=UTF8&node=...		text/html;cha
13					https://www.amazon.com/compare-credit-card-offers/b/ref=footer_ccmp?ie=UT...		text/html;cha
14					http://www.amazon.com/gp/redirect.html/ref=gw_m_b_ir?_encoding=UTF8&locati...		text/html

# COMMON SEO ISSUES TO FIX

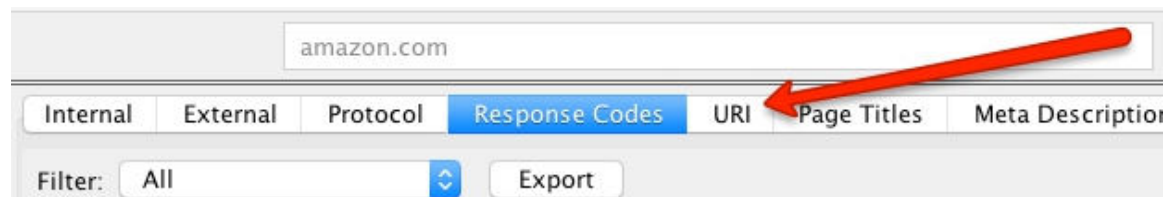
2. Review page titles and meta descriptions for missing or duplicate tags
3. Review H1 tags to ensure every page has one

\*Advanced Note: while you are reviewing on-page elements, not only should you ensure you have these important tags, but make sure they are using keywords appropriate to the page and that the content is compelling to a visitor.

## Broken Links

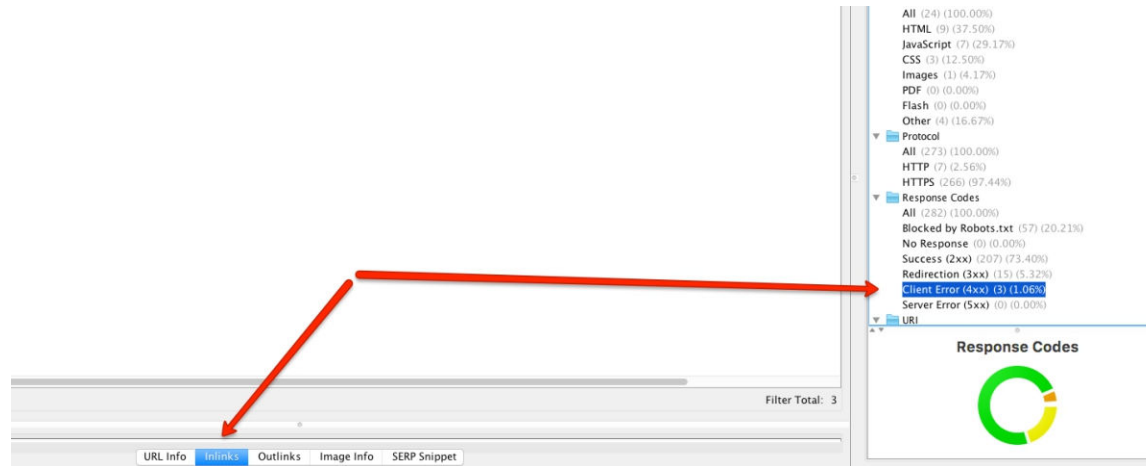
Screaming Frog can help you with this exercise. Broken links are a quality issue, not to mention an annoyance for users.

1. Crawl your website with Screaming Frog
2. Click the "Response Codes" tab & "Client Error (4XX)" Filter" To View Broken Links



# COMMON SEO ISSUES TO FIX

## 3. Identify the source of the broken links by viewing "Inlinks"



Visit this page for the full tutorial on using Screaming Frog to find broken links:

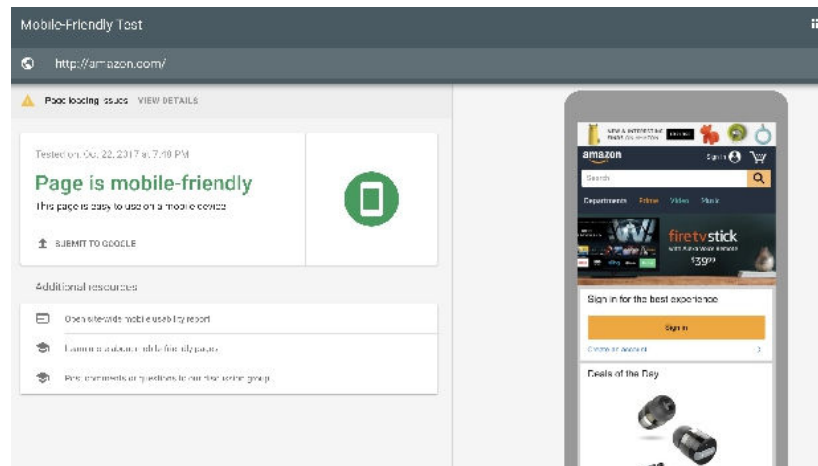
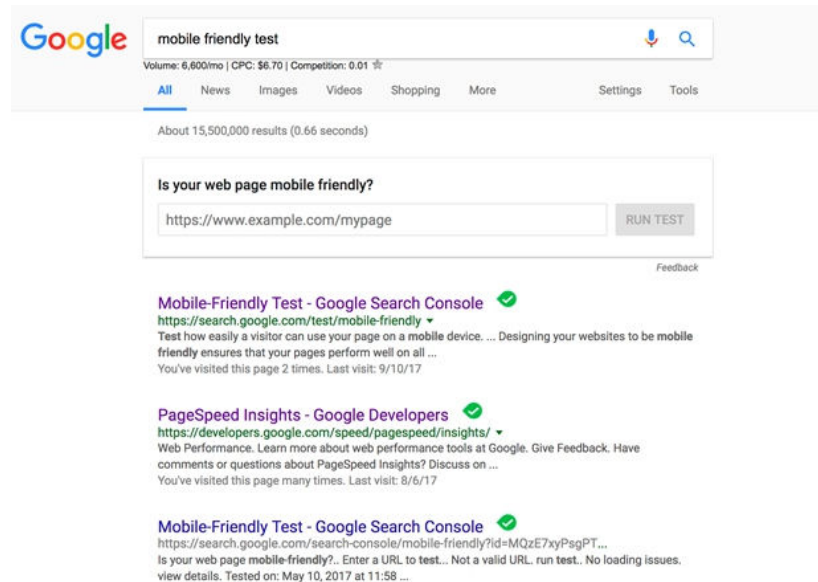
[https://www.screamingfrog.co.uk/broken-link-checker/.](https://www.screamingfrog.co.uk/broken-link-checker/)

# COMMON SEO ISSUES TO FIX

## Mobile Friendliness

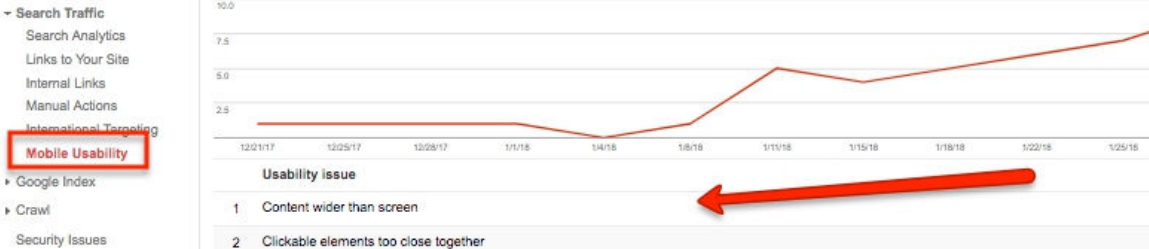
A website must be mobile friendly, which is required for users and search engines.

### 1. Run top pages through Google's Mobile Friendly Testing Tool



# COMMON SEO ISSUES TO FIX

## 2. View Google Search Console for mobile errors



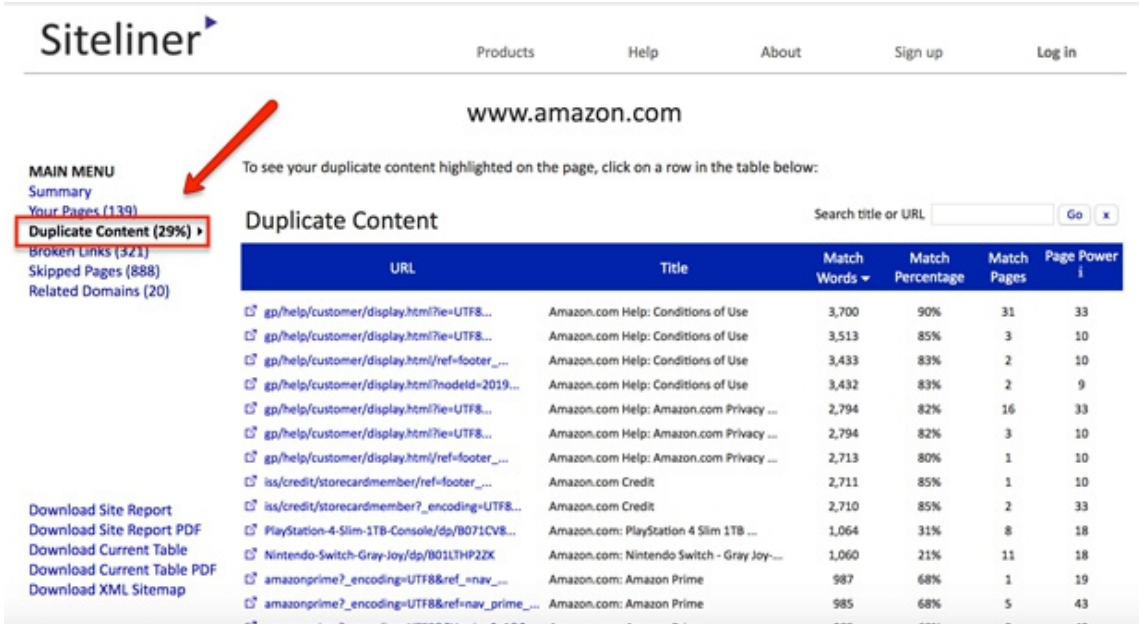


# COMMON SEO ISSUES TO FIX

## Duplicate Content

Duplicate content is usually not intentional, but instead is often a result of a technical problem. The following shows how to find internal duplicate content.

### 1. Use Siteliner.com






The screenshot shows the Siteliner website analysis tool interface. At the top, the Siteliner logo is on the left, and navigation links for Products, Help, About, Sign up, and Log in are on the right. Below the logo, the URL www.amazon.com is displayed. A red arrow points to the 'Duplicate Content (29%)' link in the 'MAIN MENU' on the left. The main content area is titled 'Duplicate Content' and includes a search bar for 'Search title or URL'. Below this is a table with columns for URL, Title, Match Words, Match Percentage, Match Pages, and Page Power. The table lists several duplicate content entries, including multiple instances of 'Amazon.com Help: Conditions of Use' and 'Amazon.com Help: Amazon.com Privacy ...'.

URL	Title	Match Words	Match Percentage	Match Pages	Page Power
gp/help/customer/display.html?ie=UTF8...	Amazon.com Help: Conditions of Use	3,700	90%	31	33
gp/help/customer/display.html?ie=UTF8...	Amazon.com Help: Conditions of Use	3,513	85%	3	10
gp/help/customer/display.html/ref=footer_...	Amazon.com Help: Conditions of Use	3,433	83%	2	10
gp/help/customer/display.html?nodeId=2019...	Amazon.com Help: Conditions of Use	3,432	83%	2	9
gp/help/customer/display.html?ie=UTF8...	Amazon.com Help: Amazon.com Privacy ...	2,794	82%	16	33
gp/help/customer/display.html?ie=UTF8...	Amazon.com Help: Amazon.com Privacy ...	2,794	82%	3	10
gp/help/customer/display.html/ref=footer_...	Amazon.com Help: Amazon.com Privacy ...	2,713	80%	1	10
iss/credit/storecardmember/ref=footer_...	Amazon.com Credit	2,711	85%	1	10
iss/credit/storecardmember?_encoding=UTF8...	Amazon.com Credit	2,710	85%	2	33
PlayStation-4-Slim-1TB-Console/dp/B071CV8...	Amazon.com: PlayStation 4 Slim 1TB ...	1,064	31%	8	18
Nintendo-Switch-Gray-Joy/dp/B01L3HP22X	Amazon.com: Nintendo Switch - Gray Joy...	1,060	21%	11	18
amazonprime?_encoding=UTF8&ref=nav_...	Amazon.com: Amazon Prime	987	68%	1	19
amazonprime?_encoding=UTF8&ref=nav_prime_...	Amazon.com: Amazon Prime	985	68%	5	43
amazonprime?_encoding=UTF8&ref=nav_prime_...	Amazon.com: Amazon Prime	985	68%	7	43

# COMMON SEO ISSUES TO FIX


## 1. Site:domain search on Google

site:amazon.com "Amazon empowers small and medium-sized business"  


Volume: 0/mo | CPC: \$0.00 | Competition: 0 

[All](#) [News](#) [Shopping](#) [Images](#) [Videos](#) [More](#) [Settings](#) [Tools](#)



About 1 results (0.37 seconds)

**About Amazon**  
<https://www.amazon.com/about>   
Amazon empowers small and medium-sized businesses to reach millions of customers. Sections. How we support small business · Small business impact ...

**Images for site:amazon.com "Amazon empowers ..."**



[→ More images for site:amazon.com "Amazon empowers small and medium-sized businesses to reach millions of customers."](#) [Report images](#)

**Amazon Business Procurement | Create Your Free Account Today**  
 [www.amazonbusiness.com/Procurement/Solutions](http://www.amazonbusiness.com/Procurement/Solutions)   
Purchasing Solutions & Benefits That Meet the Needs of All Businesses.  
Prime Compatible · Fast, Reliable Shipping · Business-only Prices · Quantity Discounts  
Types: Health Care, Government, Non-Profit, SMB, Enterprise, K-12, Higher Education, Sole Proprietors  
[About Amazon Business](#) · [Create a Free Account](#) · [Approval Services](#) · [Amazon for Enterprises](#)

site:domain  
snippet from page

# COMMON SEO ISSUES TO FIX

What to Check	Description	Tool	Ok? (Y/N)
XML sitemap submitted to Google Search Console	Submitting an XML sitemap helps refresh Google's index.	Google Search Console	
Separate XML sitemaps	Use separate XML sitemaps for various media, such as images and videos. If you are a news website, use a news XML sitemap too.	Google Search Console	
Whether the website is getting fully spidered	There are multiple reasons why a website might not be fully spidered, including page speed.	<a href="http://gtmetrix.com">GTMetrix.com</a> or <a href="http://developers.google.com/speed/pagespeed/insights/">Developers.google.com/speed/pagespeed/insights/</a>	
XML sitemap link in robots.txt	Some search engines will try to auto discover the XML sitemap in the robots.txt file.	View robots.txt	
Print pages on the site	Print pages should be using CSS or unique URLs to avoid duplicate content.	"Web Developer" plugin ( <a href="http://chrispederick.com/">http://chrispederick.com/</a> ) > <a href="#">Validate CSS</a>	
XML sitemap existence	An XML sitemap is used for indexing.	FTP access or Google Search Console	
Anchor text used in inbound links	Too much keyword-rich anchor text in inbound links can make the website susceptible to a penalty.	<a href="http://majestic.com">Majestic.com</a>	
Outbound links	Websites are expected to link out to relevant, high quality sites.	Screaming Frog	
Trustworthiness of inbound links	Links from untrustworthy sites can hurt your website.	<a href="http://majestic.com">Majestic.com</a>	

# COMMON SEO ISSUES TO FIX

What to Check	Description	Tool	Ok? (Y/N)
Content themes	A website that is organized into themes helps the search engines understand what the site is about and also helps the user. Therefore, content should be organized into themes, by linking subpages to landing pages (i.e. subcategory pages to category pages).	View the website	
Global navigation	Global navigation links should be connected to important pages that are internal to the website.	View the global navigation	
Crawlable links	Crawlable links make it easier for search engine spiders to read and index your site's content.	Screaming Frog	
Preferred domain declaration in Google Search Console	Google will reference the domain preference when crawling your site and indexing refreshes.	Google Search Console	
Duplicate meta description tags	Every page should have a unique meta description.	Google Search Console > Search Appearance > HTML Improvements	
Missing meta description tags.	Every page should have a unique meta description.	Google Search Console > Search Appearance > HTML Improvements	
Missing title tags	Every page should have a unique title tag.	Google Search Console > Search Appearance > HTML Improvements	
Duplicate title tags	Every page should have a unique title tag.	Google Search Console > Search Appearance > HTML Improvements	
Broken links	Broken links can lead to crawl errors and are also a poor user experience.	Screaming Frog	

# COMMON SEO ISSUES TO FIX

What to Check	Description	Tool	Ok? (Y/N)
JavaScript redirects	301 redirects are preferred over JavaScript redirects.	<a href="http://www.redirect-checker.org/">http://www.redirect-checker.org/</a>	
Meta refresh redirects	301 redirects are preferred over meta refreshes, which have been associated with spam.	<a href="http://www.redirect-checker.org/">http://www.redirect-checker.org/</a>	
Deferred JavaScript parsing	Deferring parsing of JavaScript until it needs to be executed helps improve page load speed.	<a href="http://gtmetrix.com">GTMetrix.com</a> or Google Page Speed Insights ( <a href="https://developers.google.com/speed/pagespeed/insights/">developers.google.com/speed/pagespeed/insights/</a> )	
Image file sizes	Image file size can hurt page load speed. Consider compressing images.	<a href="http://gtmetrix.com">GTMetrix.com</a> or Google Page Speed Insights ( <a href="https://developers.google.com/speed/pagespeed/insights/">developers.google.com/speed/pagespeed/insights/</a> )	
Mobile friendliness	Mobile-friendly is factor in Google's ranking algorithm.	Google Mobile Friendly Tool ( <a href="https://search.google.com/search-console/mobile-friendly">search.google.com/search-console/mobile-friendly</a> )	
Meta robots tag	The meta robots tag notifies search engines whether or not the Web page should be indexed and if links should be followed.	Screaming Frog	
CSS externalization	Too much CSS or even too many files can clutter your code and slow down page speed.	View page source code	
Hidden content	Hidden content can result in a penalty.	Ctrl + A (highlights all the text on the page)	
Hidden links	Hidden links can result in a penalty.	View page source code	

# COMMON SEO ISSUES TO FIX

What to Check	Description	Tool	Ok? (Y/N)
Duplicate content - internal & external	Duplicate content can lead to filtering in search results and a quality issue for your website.	<a href="http://Copyscape.com">Copyscape.com</a>	
HTML sitemap	Every site should have an HTML sitemap.	Google search, use the command site: and inurl:sitemap or sitemap. Also look in the website footer.	
Image alt attributes	Alt attributes are used to help those with disabilities, but they can also be optimized.	"Web Developer" plugin ( <a href="http://chrispederick.com/">http://chrispederick.com/</a> ) for Chrome or Firefox.	
Soft 404 errors	A 404 page should return a 404 server status code, not a 200.	<a href="http://SEOTools.com">SEOTools.com</a> > Server Response Checker	
Page load speed	Page speed is a factor in the ranking algorithm.	<a href="http://GTMetrix.com">GTMetrix.com</a>	
Heading tags	Heading tags should be in sequential order and only one <H1> should appear on each page.	<a href="http://Seoreviewtools.com/html-headings-checker">Seoreviewtools.com/html-headings-checker</a>	
404 errors	Too many 404 errors, meaning page not found, can become a quality issue for your website.	Google Search Console >Crawl Errors	
Custom 404 page	Every website should have a custom 404 page for user experience.	Type a URL into the browser address bar that doesn't exist, such as <a href="http://www.[yourdomain].com/fakepage">http://www.[yourdomain].com/fakepage</a> .	
Content length (word count)	Too little content, or even too much content, can impact your rankings. Make sure you are aligned with your competition.	View page source code, body text.	

# COMMON SEO ISSUES TO FIX

What to Check	Description	Tool	Ok? (Y/N)
Structured data markup existence	Structured data markup helps define the content on the page.	Google Search Console > Search Appearance > Structured Data	
Structured data markup validation	Structured data markup helps define the content on the page.	Google Developers Structured Data Testing Tool ( <a href="https://search.google.com/structured-data/testing-tool">https://search.google.com/structured-data/testing-tool</a> )	
Structured data markup validation	Structured data markup helps define the content on the page.	Google Developers Structured Data Testing Tool ( <a href="https://search.google.com/structured-data/testing-tool">https://search.google.com/structured-data/testing-tool</a> )	
Robots.txt file	The robots.txt file provides a directive to search engines. Make sure it is formatted correctly. View: <a href="https://developers.google.com/webmasters/control-crawl-index/docs/robots_txt">https://developers.google.com/webmasters/control-crawl-index/docs/robots_txt</a>	Type the following URL into the browser address bar to see if the file exists: <code>http://www.[yourdomain].com/robots.txt</code>	
Permanent redirects	301 redirects should be used for URLs that have permanently moved or changed. 302 redirects should not be used.	Screaming Frog	
Server response codes (i.e. 403, 500)	Server response codes provide direction to browsers and spiders. View the list of codes here: <a href="http://www.w3.org/Protocols/rfc2616/rfc2616-sec10.html">http://www.w3.org/Protocols/rfc2616/rfc2616-sec10.html</a>	Screaming Frog	
Cloaking	Cloaking is software on a server that presents different content based on the user agent. Often it is considered spam.	SEO Cloaking Checker ( <a href="http://www.seotools.com/seo-cloaking-checker/">http://www.seotools.com/seo-cloaking-checker/</a> )	

# COMMON SEO ISSUES TO FIX

What to Check	Description	Tool	Ok? (Y/N)
Non-www URLs & www URLs	Non-www URLs should redirect to the www versions on the website or vice versa, using a 301.	Type a website URL with and without www in separate browser windows to determine if both resolve or if one page redirects to the other.	
URL structure	Complex URLs might not be indexed.	Google Search Console	
Redirect chains	If there are redirects that look like this: Page A > Page B > Page C > Page D, then it is a redirect chain that can become problematic for bots. Ensure the 301 redirect points directly to the final page URL.	Redirect Checker ( <a href="http://www.redirect-checker.org/">http://www.redirect-checker.org/</a> )	
Non-secure URLs & secure URLs	Non-secure URLs should redirect to the secure versions on the website.	Check if secure pages are currently indexed by perform a Google search for your domain as follows: site:[yourdomain].com inurl:https	
AMP pages	Are the Google guidelines being met? For example, has the AMP page been validated and is the canonical tag used appropriately? View: <a href="https://support.google.com/webmasters/answer/6340290?hl=en#discovery">https://support.google.com/webmasters/answer/6340290?hl=en#discovery</a>	AMP Test ( <a href="https://search.google.com/search-console/amp">https://search.google.com/search-console/amp</a> )	
URL parameters	Keep the number of parameters in URLs to 2 or under.	Screaming Frog	
Doctype declaration	The doctype declaration lets browsers know which version of HTML or XHTML is used.	Doctype Test ( <a href="https://seositecheckup.com/tools/doctype-test">https://seositecheckup.com/tools/doctype-test</a> )	



# COMMON SEO ISSUES TO FIX

What to Check	Description	Tool	Ok? (Y/N)
HTML code - whitespace and excessive comments	Whitespace and excessive comments in HTML can slow down spiders.	View page source code	
Google manual actions	If Google takes manual action against a website, it will be reported in Google Search Console.	Google Search Console	
Broken image links - internal and external	Broken links can lead to crawl errors and are also a poor user experience.	Screaming Frog	

## MIGRATION / REDESIGN CHECKLIST

If you are redesigning, migrating a domain, moving to https, etc. use this resource to help you along the way:

<https://www.semrush.com/blog/website-migration-checklist/>.

# COMPETITOR ANALYSIS

You are not trying to be the best website out of millions—instead, you are just trying to compete with the top 1-5 in search results. Your competitors will vary depending on your keywords. Competitors are websites that are taking the top spots in the SERPs. It is important to understand why those pages might be ranking and the natural behavior of the pages.

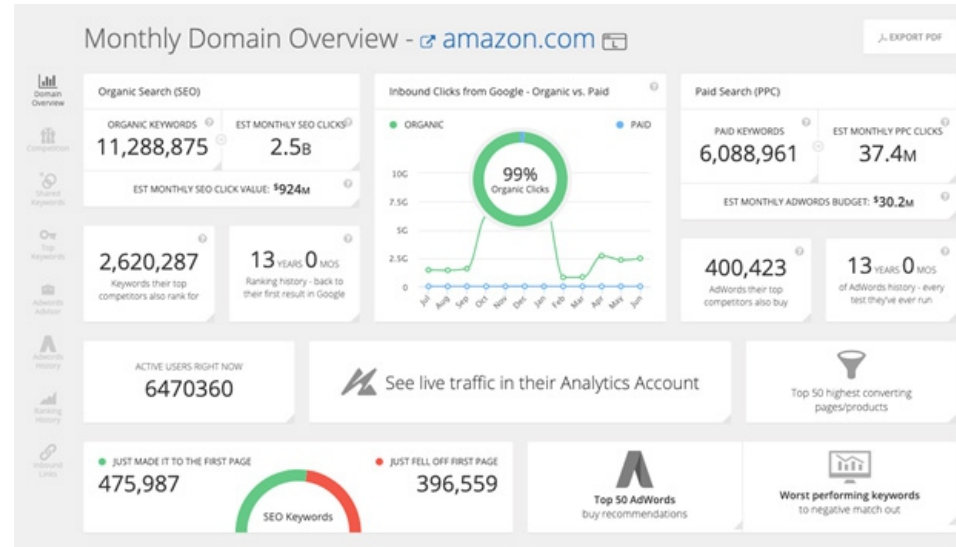
To do a competitor analysis, use such tools as:

- Nacho Analytics
- SpyFu
- Majestic
- SEMRush
- Google
- GT Metrix or Google PageSpeed Insights

# COMPETITOR ANALYSIS

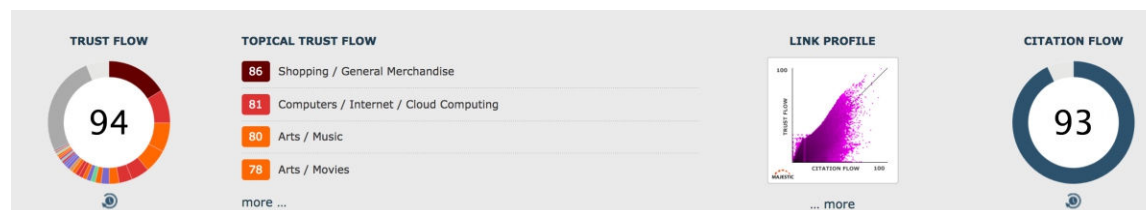
## What to Check

If there are close competitors, get a feel for what they are doing good (and possibly bad). Use SpyFu for an overall view of the domain.



Some other items you will want to identify include the following:

Trustworthiness: Use Majestic.com



# COMPETITOR ANALYSIS

Number of backlinks: Use Majestic.com



Number of linking domains: Use Majestic

Number of indexed pages: Conduct site: search query in Google



site:amazon.com

Google Search

I'm Feeling Lucky

# COMPETITOR ANALYSIS

Page speed: Use GTMetrix or Google PageSpeed Insights

The screenshot displays a GTmetrix performance report for the URL <https://www.amazon.com/>. The report was generated on Monday, June 3, 2019, at 8:18 AM -0700, using a Chrome (Desktop) browser version 62.0.3202.94. The test server region is Vancouver, Canada. The report includes the following key metrics:

- Performance Scores:** PageSpeed Score is E (56%) and YSlow Score is C (73%).
- Page Details:** Fully Loaded Time is 8.2s, Total Page Size is 3.52MB, and the number of Requests is 313.

The report also features a table of recommendations for improvement:

RECOMMENDATION	GRADE	TYPE	PRIORITY
Minimize redirects	F (8)	CONTENT	HIGH
Serve resources from a consistent URL	F (11)	CONTENT	HIGH
Serve scaled images	F (4)	IMAGES	HIGH
Optimize images	F (26)	IMAGES	HIGH

A sidebar on the right titled "What do my scores mean?" provides additional context: "Rules are sorted in order of impact upon score. Optimizing rules at the top of the list can greatly improve your overall score. Not every recommendation will apply to your page. The recommendations are meant to be..."

# CONTENT AUDIT

Know which pages are working and which ones are not in terms of SEO. Pages with high exit rates, thin content and/or low time on page might need to be reworked, combined or even deleted. Content audits should be conducted. Follow the instructions below to audit your existing pages and look for opportunities.

1. **Gather your pages.** Use Screaming Frog to crawl your website.  
Then, download all pages into an Excel spreadsheet.
2. **Get page metrics.** Use URL Profiler (there is a free trial version). Include the following:
  - a. Links on the URL Level (use Majestic, Moz or Ahrefs)
  - b. Google Analytics
  - c. Google Indexation
  - d. Mobile Friendly
  - e. PageSpeed
  - f. Readability
  - g. Copyscape (duplicate checker)

The screenshot displays the URL Profiler tool interface, which is used for auditing website content. The interface is divided into several sections for configuring the audit:

- Domain Level Data:** Includes checkboxes for Majestic [Paid], Moz [Free], Ahrefs, SEMrush Rank, Alexa Data, Social Shares, Social Accounts, Email Addresses, Whois Emails, Whois Information, Site Types, IP Address, Bing Outbound Links, Malware Check, Google Indexation, and Wayback Machine.
- URL Level Data:** Includes checkboxes for Majestic [Paid], Moz [Free], Ahrefs, HTTP Status, Robots Access, Screen Capture, Social Accounts, Social Shares, and Email Addresses.
- Google:** Includes checkboxes for Google Analytics, Mobile Friendly, Search Analytics, Mobile PageSpeed, Google Indexation, and Desktop PageSpeed.
- Content Analysis:** Includes checkboxes for Readability, Duplicate Content, Custom Scraper, uClassify, and Copyscape. It also features a CSS Selector input field with the example "eg div.content or #content".
- Link Analysis:** Includes a "Domain to Check" input field with the example "eg www.example.com or example.com" and buttons for "Anchors", "Disavowed", "Whitelist", and "Blacklist".
- URL List:** A large table with a header "URL" and multiple empty rows for listing URLs. A note below the table says "Right click on the list above to import or add URLs".
- Run Profiler:** A button at the bottom right of the interface.

# CONTENT AUDIT

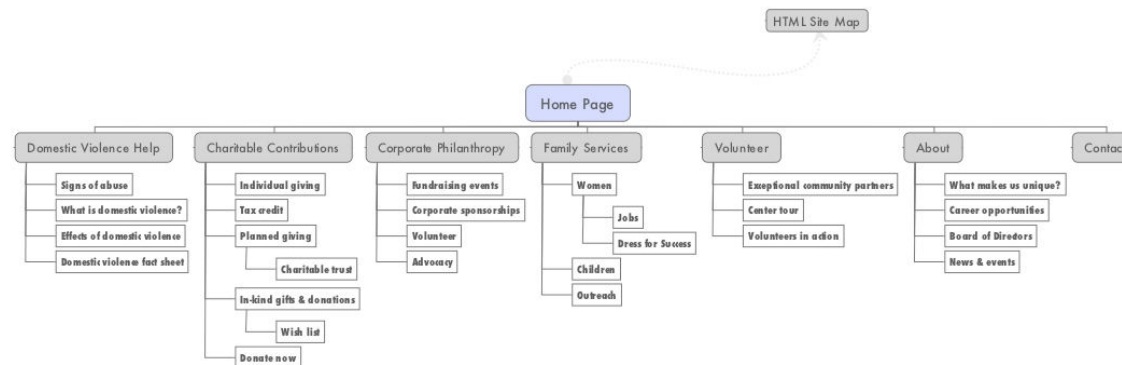
3. **Sort the spreadsheet.** If the website is fairly large, start with the pages that are most important to your company, or client, and work your way down the list. I set up a custom sort in Excel that looks like the following: Sessions (lowest to highest) > Time on Page > Exits > Exit Rate. In addition, look for duplicate content and low word counts. Include a column in the spreadsheet with notes, so you can detail why you are identifying the page as weak and recommended action steps.

# WEBSITE 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:





## WEBSITE STRUCTURE

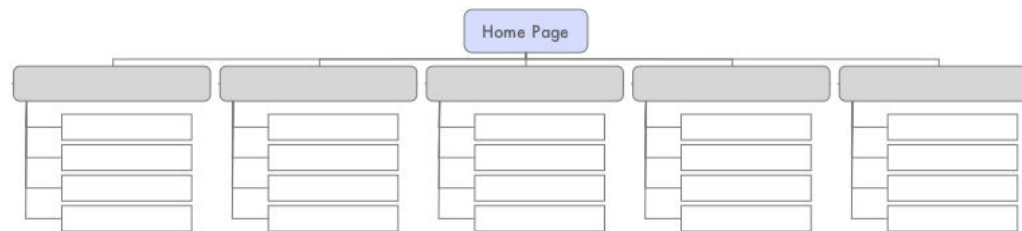
To build a theme, you need at least five pages, which includes your main landing page. Using the same example as above, a theme for Domestic Violence would look like the following:



The blue boxes represent supporting pages. The circle represents the landing page. The blue arrows are links pointing to the landing page, while the white arrows are links between some of the supporting pages.

## EXERCISE

What does your website look like now? Below is a blank structure, which resembles an organizational chart. The same type of structure should be used for your website.



Below are steps to help you create your website structure.

### 1. Know your keywords.

The themes of your website are based on your primary keywords. Select the top keywords that you will use when structuring your website.

### 2. Crawl your website.

Use Screaming Frog or another crawler to capture all of the pages on your website. Export to a spreadsheet.

### 3. Select your landing page.

You likely already know the pages you want to appear in search results for your coveted keywords. Those will be your landing pages when creating your themes.

### 4. Organize your spreadsheet.

Go through your spreadsheet of URLs and identify pages that can be grouped into themes/categories.

## EXERCISE

### 5. Decide on a physical or virtual structure.

If possible, you will organize your themes based upon a physical directory structure, i.e. [domain].com/domestic-violence/signs-of-abuse. If that is not possible, use internal links to connect your pages and create the theme.

Start today. Consider your keywords and pages. Begin to organize the structure.

**Theme 1:** \_\_\_\_\_

**Landing Page**

Existing/New URL: \_\_\_\_\_

Keyword Focus: \_\_\_\_\_

**Supporting Page**

Existing/New URL: \_\_\_\_\_

Keyword Focus: \_\_\_\_\_

**Supporting Page**

Existing/New URL: \_\_\_\_\_

Keyword Focus: \_\_\_\_\_

**Supporting Page**

Existing/New URL: \_\_\_\_\_

Keyword Focus: \_\_\_\_\_

## EXERCISE

**Theme 2:**

---

**Landing Page**

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

## EXERCISE

**Theme 3:**

---

**Landing Page**

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

## EXERCISE

**Theme 4:**

---

**Landing Page**

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

## EXERCISE

**Theme 5:**

---

**Landing Page**

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

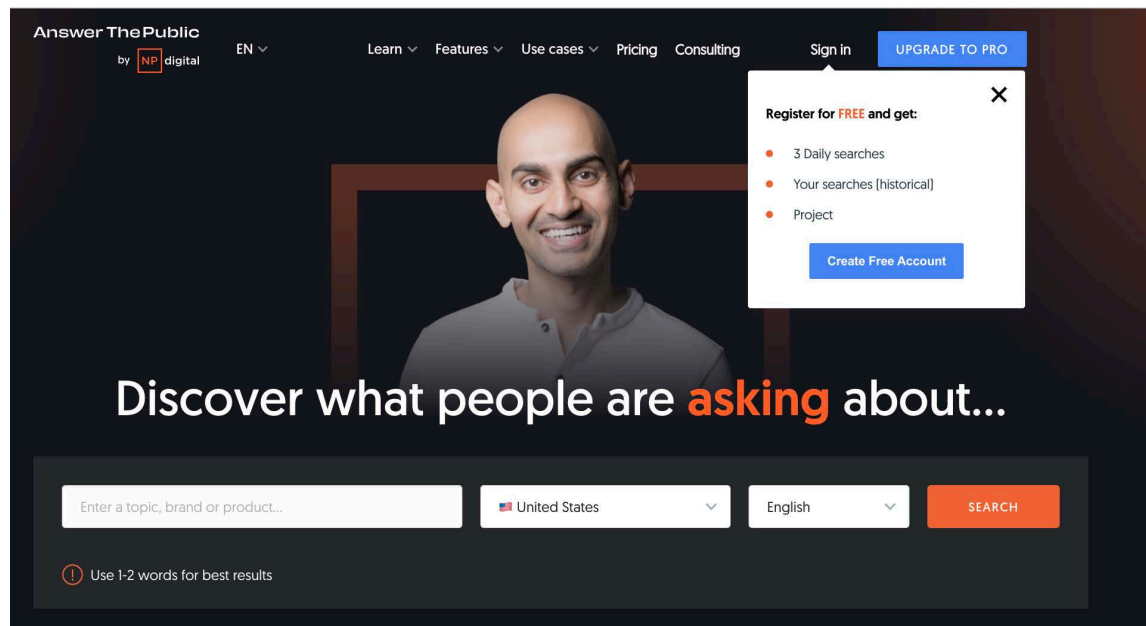
# SEO CONTENT

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.







## TOOLS



## TOOLS

### BuzzSumo

Using the free version of BuzzSumo, you can get an idea of the most popular topics associated with your keyword(s), as shown below.

#### Most Shared

[About Most Shared](#)

search engine optimization

Search

Options

Page 1 of 1418

How to run an Advanced Search

Results not relevant enough? [Click here to search for "search engine optimization" in the article's title only](#)

Sort by

Total Shares

Facebook Engagements

LinkedIn Shares\*

Twitter Shares

Pinterest Shares

Number of Links

Evergreen Score

Total Shares

#### Search Engine Optimization - Build Client Relationships Easily And Quickly

May 3, 2017

[buildclientrelationships.com](http://buildclientrelationships.com)

Save

View Backlinks

View Sharers

Share

4.8K

0

307

100

-

0

5.2K

#### SEO Ranking Factors in 2017: What's Important and What's Not

By Jessica Thompson - Oct 25, 2017

[searchengineland.com](http://searchengineland.com)

Save

View Backlinks

View Sharers

Share

1.4K

1.1K

1.4K

19

-

20

3.9K

## TOOLS

If you choose to use the paid version, you can also view the questions associated with your keywords, which are pulled from Reddit, Quora and other websites.

### SEO

11583 questions mention **SEO**.

**Related keywords:** [SEO tool](#) , [SEO services](#) , [SEO Company](#) , [Seo Techniques](#)

[why we use Hash Tag in SEO ? \(websitepublisher.net\)](#)

[How does SEO helpful in business establishment globally? \(forums.hostsearch.com\)](#)

[How web hosting affects SEO? \(forums.hostsearch.com\)](#)

[How to implement SEO for Particular Blog? \(forums.geekvillage.com\)](#)

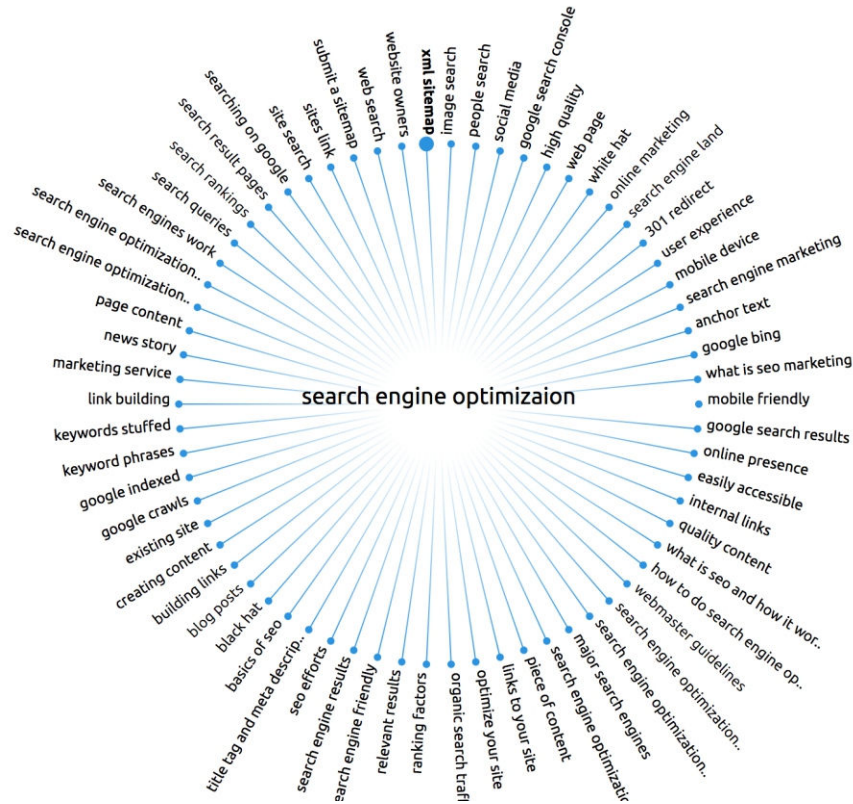
[How SEO is done? \(forums.geekvillage.com\)](#)

[How SEO is now? \(forums.webtoolhub.com\)](#)

## TOOLS

### SEMRush

SEMRush's paid subscription includes a Topic Research tool that pulls long-tail queries, questions and associated topics. Below is an example of what to expect.



- SEO Tools
- Sitemap Effect on SEO
- Sitemaps & SEO: An Introductory Guide
- What XML Sitemaps Are Important for SEO
- XML sitemap: impact on your SEO
- Do Sitemaps Help SEO? The Importance of Sitemaps for SEO
- How to Create an SEO-Boosting XML Sitemap in 20 Seconds
- The Importance Of XML Sitemaps In The Age Of Panda
- SEO: Understanding XML Sitemaps
- BruceClay - Advanced SEO

- Questions:**
- What is the importance of an XML sitemap in SEO?
  - How to find a site's XML sitemap for a preliminary SEO Audit?
  - How do sitemaps affect SEO?
  - What is sitemap.xml in SEO?
  - What is a sitemap in SEO, and how does it affect SEO rankings?
  - What is the importance of HTML sitemap in SEO?

## EXERCISE

Using AnswerThePublic.com, BuzzSumo.com or SEMRush.com, search for 5-10 topic ideas using one of your primary keywords. Determine whether these topics would make good blog posts, articles and/or videos.

Topic Idea	Type of Content	Target Keyword(s)

## SECTION THREE: YOUR ONLINE AUTHORITY

# 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.



## EXERCISE

- Look up the editor of the website.
- Create your pitch.
  - The pitch should be sent to the editor or website owner (if there is no editor).
  - Point out an article on the website and describe what you liked about it.
  - Explain how your expertise can benefit their audience.
  - Provide a link to examples of articles your company has produced.
  - You might offer to contribute monthly, if possible.

Research and list possible publications to target.

Website	Type/Focus	Contact

## EXERCISE

### 2. Develop a link attractor.

Focus on creating something that is unique and interesting to your target audience. Reference your persona data and keyword research to determine what people care and talk about. Some possible link attractors include:

- In-depth article or report
- Video
- Infographic
- Research study
- Contest
- Tools
- Coupon

Once the link attractor has been created, then comes the public relations. It should be announced in press releases, articles, social media and at conferences, if applicable. Create Facebook ads and other online paid advertising that makes sense for your brand and budget.

Brainstorm possible link attractors.

Idea	Target Audience

## EXERCISE

### 3. Be edgy or slightly controversial.

This tactic is not for every business. However, if there is something a little edgy or controversial that you can create—whether it is a blog post, video or image—do it. Think about brands like Squatty Potty and Dollar Shave Club. They have mastered creating content that is different, catchy and has an edge. This type of content attracts natural attention and of course, links.

List possible edgy or controversial topics you can cover on your website.

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

### Expert Tip

Monitor the links coming into your website using a tool, such as Majestic (<https://majestic.com/>) , Moz Open Site Explorer (<https://moz.com/researchtools/ose/>) or Ahrefs (<https://ahrefs.com/>)

# LINK ATTRACTION

## More Link Attraction Resources

Link Building Guide: <https://www.searchenginejournal.com/link-building-guide/>

Link Building Strategies: The Complete List: <https://backlinko.com/link-building-strategies>

## SECTION FOUR: YOUR ACTION ITEMS

# PRIORITIZED ACTION LIST

Based on the exercises and workshop material, create a prioritized list of SEO action items using the following table.

SEO Item	Priority 1-4	Details	Person Responsible

## ABOUT MINDY WEINSTEIN



Mindy Weinstein is the founder and CEO of Market MindShift, as well as a national speaker, trainer and digital marketing strategist. She has worked with and trained companies of all sizes. Throughout her career, Mindy has trained such companies as Facebook, The Weather Channel, World Fuel Services, Hampton Products, Putman Media and more. Other digital marketing agencies come to Mindy to learn the latest trends, concepts and methodologies.

Mindy has been named as one of the top women in digital marketing and has presented at such conferences as Digital Summit, Pubcon, SMX, the SEJ Summit and more. She is an Ask the Expert columnist for SearchEngineJournal.com. Mindy has often appeared in the media, with television interviews that aired on Fox, NBC and ABC. She has also been quoted in The Huffington Post, The Washington Post and The Arizona Republic and interviewed on Bloomberg Radio and KTAR 92.3 FM.

Mindy is the author of *The Power of Scarcity: Leveraging Urgency to Influence Customer Decisions* (McGraw Hill), which released in November 2022.

Get in contact with Mindy at:

[mindy@marketmindshift.com](mailto:mindy@marketmindshift.com)

(480) 750-2252