

SEO CHEAT SHEET

4 EASY WAYS TO UP YOUR SEO GAME



INBOUND

TABLE OF CONTENTS



GOOGLE PAGES.....	3
KEY WORD RESEARCH.....	4
CONTENT CREATION.....	5
BUSINESS DIRECTORY LISTING.....	6
GO FORTH AND CONQUER.....	7

“4 SIMPLE ACTIONS YOU CAN TAKE RIGHT NOW TO INCREASE VISITORS, CONVERT MORE LEADS, AND MAKE MORE SALES. \$2000+ OF KNOWLEDGE AND ACTIONABLE TIPS. THIS IS HOW WE ONBOARD EVERY CLIENT!”

GOOGLE MY BUSINESS



YOUR GOOGLE MY BUSINESS PROFILE WILL APPEAR TO THE RIGHT OF THE SEARCH PAGE RESULTS WHEN PEOPLE SEARCH FOR YOUR BUSINESS NAME

If you haven't yet setup Google My Business, [here's the link.](#)

Get it set up soon, as it takes a couple weeks to become verified.



A Google My Business Profile is beneficial for 3 reasons:

- 1.** It's Google's version of a business listing. It sets you up so Google knows you exist where you say you do.
- 2.** It provides people with a snapshot of your business: your location, reviews, phone number, opening hours, etc.
- 3.** It places you on a map, directly compared to your competitors.

If you're appearing above your competitors on the map, or if you have more Google Reviews, then you're much more likely to be clicked on. Social Proof is one of the most important factors when making a purchasing decision, and if you have more reviews and higher ratings, you'll receive more engagement on your listing.

To generate Google Reviews, simply click on the "Write a review" button, copy the URL, then send that as a [hyperlink](#) to your customers.

KEYWORD RESEARCH



DO YOU HAVE A LIST OF YOUR 20 MOST VALUABLE KEYWORDS?

QUALITY KEYWORD RESEARCH IS INVALUABLE.

If your business operates online in any shape or form, you need to understand exactly what people are searching for and how competitive those terms are.

Businesses waste thousands using targeting tactics that aren't backed by specific keyword research. Instead of reaching the people that are actively looking for their products, they've taken a generic approach to ads.

It's like posting a billboard: it costs a lot to reach a large audience near a motorway, but you can't be specific about who you want to target.

HOWEVER!

Once a clear keyword focus is established, the rest becomes much easier.

The easiest way to get started is to jump on [Google's Keyword Planner](#). If you haven't made a free Google Ads account, you'll need to. Once there, you can enter any keyword or phrase you think people search for to see how well they perform, including traffic and volume forecasts. It can also provide related keywords and suggestions.

With a little trial and error, you'll be on your way! For help with accessing or setting up this free tool, [talk to us](#).

PRO TIP: WHERE IS THE ATTENTION?

BE IN THE PLACES WHERE THE ATTENTION IS, NOT WHERE YOU FEEL COMFORTABLE TALKING ABOUT WHAT YOU DO. YOU NEED TO FIND WHAT'S MOST VALUABLE, AND TALK ABOUT THAT. THIS INCLUDES DIRECTORIES, FORUMS, THOUGHT LEADERSHIP SITES.

In total, this process may take you an hour or two, depending on the nature of your business. That time is going to translate to a comprehensive targeting and content strategy after a little more work. We can't stress enough how important Keyword Research is. It's going to save you time, money and stress, while bringing in more visibility and leads in the long run!

CONTENT CREATION



QUALITY AND CONSISTENT CONTENT IS ONE THE BIGGEST FACTORS TO RANKING HIGHER ONLINE OVER TIME.

Content comes from a whole range of mediums:

- Weekly Blogs
- E-books
- Videos
- Vlogs
- Checklists, Whitepapers, Reports, EDM's, etc, the list goes on!



Content should be highly targeted, focusing on specific keywords, topics and specific outcomes. Regardless of the type of content, it should include at least one clear call-to-action (e.g Learn More, Contact Us) to drive the reader/viewer down the desired conversion path. Lastly, it should always be tied to a scalable and measurable strategy.

PRO TIP: CONNECT YOUR CONTENT!

CONNECTED CONTENT ALLOWS YOUR BRAND AND CONTENT TO RANK HIGHER ON GOOGLE. IT SIGNALS TO GOOGLE THAT THE INDIVIDUAL PIECES ARE RELATED TO ONE ANOTHER AND HELPS GOOGLE ASCERTAIN MEANING, WHICH MAY REWARD YOU WITH FEATURED SNIPPETS AND RELATED QUESTIONS ("PEOPLE ALSO ASK").

Stuck for ideas or topics, or daunted by the prospect of writing 52 blogs a year? [Check out this tool](#) for ideas on what problems or questions your audience may be asking.

TO DO:

1. Make sure your keyword research is complete.
2. Review existing content and ensure there is linking (where relevant).
3. Create a list of content ideas and a content schedule.
4. Start creating!

BUSINESS DIRECTORY LISTINGS



BUSINESS DIRECTORIES ARE SUCH A SIMPLE, YET SUCH A POWERFUL WAY TO GENERATE TRUST FROM GOOGLE AND DOMAIN AUTHORITY ('WEBSITE POWER') FOR YOUR WEBSITE.

The purpose of listing in business directories isn't so people can find you through them. The real reason is so you can create a backlink.

A backlink is another site linking to yours. For example, we're creating a backlink right now by sending [this link](#) to our homepage. When you create a listing in a business directory, they input your URL (alongside your other business info), providing a backlink pointing direct to your site.

By linking to your site, the business directory is associating themselves with you. Generally speaking, the more people linking to you, the more trustworthy and relevant your website then becomes. However, not all link are created the same, quality links from a reputable site outweigh 'quantity' from less reputable sites.

It is important to understand that backlinks alone will not help your website rank, and is only part of a larger strategy which needs to be tied to content.

PRO TIP: THE STRONGER A WEBSITE IS, THE MORE POWERFUL THE BACKLINK
GOOGLE DETERMINES DOMAIN AUTHORITY THROUGH A BUNCH OF METRICS.
SINCE BUSINESS DIRECTORIES HELP PEOPLE LOCATE SERVICES, GOOGLE
GENERALLY RANKS THEM HIGHLY BASED ON RELEVANCY.

For a complimentary list of high performing directories, [contact us today](#).

GO FORTH AND CONQUER



GO AHEAD AND JUMP IN!

All these tactics combined could be achieved in a few day's work, and the results you'll see from this is sustainable and doesn't rely on a large advertising budget.

Any questions? Feel free to get in touch and ask away!

GET IN TOUCH!

