



## what you will walk away with:

- 1. The critical point when you must introduce SEO in order to create happier clients and more referrals
- 2. How SEO can turn a one time website build into a long term workflow opportunity
- 3. SEO secrets you can use right away to wow your clients, and keep them coming back for more
- 4. How to turn SEO into profits whether you do it yourself or outsource it to an expert



## the critical point

- As early as possible (the when)
  - Take-away question: "How quickly do you want to be found?"
- Benefits of SEO at site launch
  - Good for the client: More leads faster
    - Submit sitemap with lots of yummy content
  - Good for you: Less hassle later
    - Urls & redirects
      - Tip: /about/ vs. /about-mobile-pet-groomer/
    - Content
    - Image



aa1-940x600.jpg



Outdoor-Signs-Retail.jpg

## real examples of work opportunities

Lead Gen Tools	Client Need	Ongoing Work
Pay-Per-Click	<ul> <li>Improved landing pages to increase quality score</li> </ul>	<ul> <li>Content changes, creates calls to action (CTAs), revised layout</li> </ul>
SEO	<ul> <li>New page to drive search term</li> </ul>	New page set up
Content Marketing	<ul> <li>White paper to capture email addresses</li> </ul>	<ul> <li>Landing page, email integration</li> </ul>

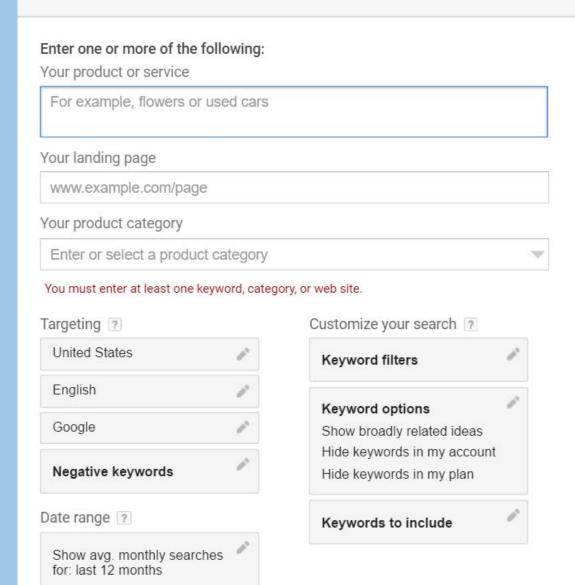


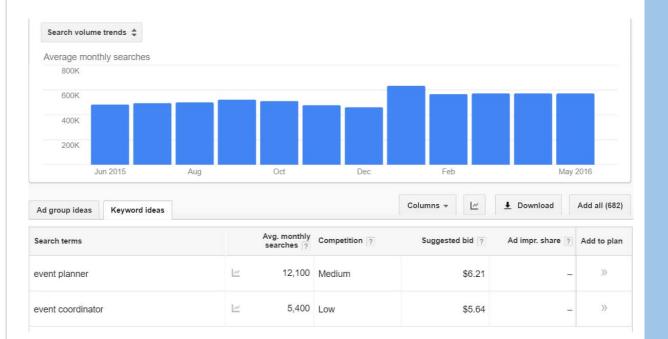
#### seo secrets

- What are the <a>SEO elements</a>?
- Keyword research (the what)
  - Tools
    - 1. Google Keyword Planner
    - 2. Moz
    - 3. Raven
    - 4. SEMrush
  - Test the theory



Search for new keywords using a phrase, website or category







### seo secrets

- Yoast (the how)
  - Titles
  - Headers
  - Meta descriptions
  - Image names
  - What about my green lights?!



#### Yoast SEO Content: building signs + **Snippet Editor** Snippet preview Building Signs - Business Signs - Store - Retail -Outdoor Affordable custom building signs for your business. Increase your branding and get a free quote today on your business sign. Edit snippet Focus Keyword building signs **Content Analysis** No images appear in this page, consider adding some as appropriate. The copy scores 63.6 in the Flesch Reading Ease test, which is considered ok to read. This page has 0 nofollowed link(s) and 1 normal outbound link(s). The meta description contains the focus keyword. In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing? The focus keyword appears in 1 (out of 14) subheadings in the copy. While not a major ranking factor, this is beneficial. The focus keyword appears in the first paragraph of the copy. The text contains 487 words. This is more than the 300 word recommended minimum. The keyword density is 0.6%, which is great; the focus keyword was found 3 times. The page title contains the focus keyword, at the beginning which is considered to improve rankings. The page title is between the 35 character minimum and the recommended 65 character maximum.

The focus keyword appears in the URL for this page.
 You've never used this focus keyword before, very good.



# more success for your clients yields more work and profits for you

- 1. Unearth data—driven opportunities
  - Long-tail keyword opp > Blog post ideas
  - Search volume trend > campaign
- Make recommendations with different plug-ins (SEOs or client)
  - Ecommerce: related product plug-in
  - Automated email follow up asking for reviews
- 3. Talk with the client about their goals
  - Seek solutions to accomplish their objectives







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#### Free Guide:

http://vertical.marketing/increased-profits-for-web-designers