



GET OFF THE WORKFLOW ROLLER COASTER

How to Convert One Time Website Builds
Into Consistent, Long-term Opportunities

Vertical iM
Internet Marketing

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 style="list-style-type: none">Improved landing pages to increase quality score	<ul style="list-style-type: none">Content changes, creates calls to action (CTAs), revised layout
SEO	<ul style="list-style-type: none">New page to drive search term	<ul style="list-style-type: none">New page set up
Content Marketing	<ul style="list-style-type: none">White paper to capture email addresses	<ul style="list-style-type: none">Landing page, email integration



seo secrets

- What are the SEO elements?
- 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

Enter one or more of the following:

Your product or service

For example, flowers or used cars

Your landing page

www.example.com/page

Your product category

Enter or select a product category

You must enter at least one keyword, category, or web site.

Targeting [?](#)

United States

English

Google

Negative keywords

Date range [?](#)

Show avg. monthly searches for: last 12 months

Customize your search [?](#)

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include

Search volume trends ↕

Average monthly searches



Ad group ideas

Keyword ideas

Columns



Download

Add all (682)

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
event planner	12,100	Medium	\$6.21	–	»
event coordinator	5,400	Low	\$5.64	–	»



seo secrets

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



● 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
2. Make recommendations with different plug-ins (SEO's 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



next steps

- Evaluate each client's website
 - permalinks, page titles, headers, meta description
- Perform a little keyword research
- Make 2 data-driven recommendations each month
- Implement changes approved





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Free Guide:

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