

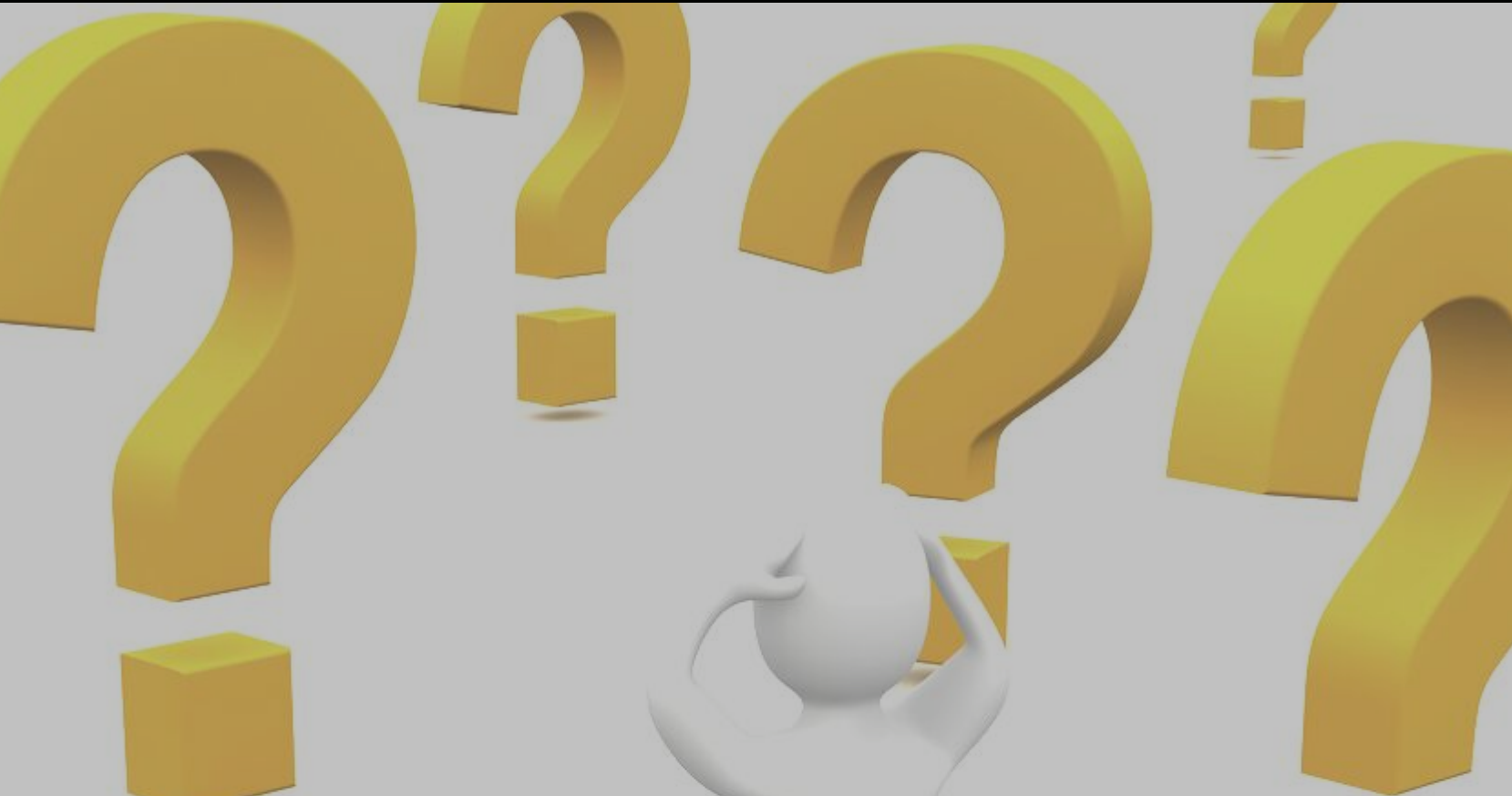
DEMYSTIFYING

SEO

SEARCH ENGINE
OPTIMIZATION



VISIONSALESCONSULTING.COM



**SEO DOESN'T HAVE
TO BE COMPLICATED**



In an everchanging technological landscape, how do you keep up with the monster known as Search Engine Optimization?

When you have a clear overall perspective, the details are easier to manage. We will break it down for you in a way that you can then apply to every part of your virtual presence.

The tools you use may change, but the concepts can be used no matter where you are trying to be seen.

You want to be able to leverage every point of available data to add to your Search Engine visibility.

How can customers buy what you sell, if they can't find you??



SEARCH ENGINE OPTIMIZATION STRATEGY

LET'S GO FISHING

- Virtual Bots crawl the internet for hooks with the best bait.
- The more hook connections, the bigger your virtual network + the higher search ranking you will have.
- SEO success (the more people who need what you have to offer can find you) is the most hooks, with the best bait.

How Do You Connect?

Virtual Hooks

- Keywords - How people are searching for you
- 3rd Party Engines - Anywhere there is a place for you to list your information
- Collaborations - Backlinks that connect to your website

Bait

- Relevant Information - Is what you have to say go with the topic you are trying to be found for?
- Current (real time) + Updated Content - Is the content you have updated regularly to show the site is being used and not abandoned?
- Value Adds - Do you have anything worth saying that brings clarity to the topic?
- Location - Are you where your customers are?

Types of SEO

- Onsite - You Website Structure
- Onpage - Your Website Page Content
- Offsite - Everything Else

Content

- Write for readers, not search engines.
- Write more than 300 words per searchable section
- Use primary keyword naturally throughout the text. (1-2 times per 100)
- Use secondary keywords once
- Simple Navigation Hierarchy, 3 levels is best

Key Words

- 1-2 Primary Words
- 2-5 Secondary Phrases
- Use Free Keyword Research Tools
- Checkout Your Competition
- Use Keywords in URL's
- What do you want to be known for?
- What Services are you selling?

Headings

- H1 Heading Use Primary Keywords (No All Caps)
- Use both Primary + Secondary Keywords in Subheading- H2, H3, H4, etc.
- Use Unique(Not the Same) Titles for Each Page (Under 60 Characters)

MetaData

- Page Descriptions(limit 160 characters)
- Pictures/Video - Descriptions, File Names, Graphic Sizes,
- Alt Tags (if pic doesn't show)
- Image size matters for site loading speed
- Use Keywords / Phrases in all

Backlinks

- 3rd Party Links that point to your site
- Google Search Console (for reference)
- Blogs + Video Embeds
- Reviews (any platform that requires a personal login to leave a review)
- link to relevant + authoritative sources

ONSITE/ONPAGE SEO CHECKLIST





OFFSITE SEO

Hack Existing Search Engines Technology To Add Your Business:

- Location
- Services
- About Statements
- Pictures With Descriptions + Tags
- Blog Posts, Publications, Infographics, Youtube Links

The big guys spend tons of money to have successful Search Engines, list your own business for free and take advantage.

- + Google My Business
- + Bing Places
- + YouTube
- + Yelp

These are FREE Real Estate for your business. Use every available data field to add your information.

- Social Media Platforms - FB, IG, LI, PIN, Twitter
- Local Listings - Groupon, Yellowpages,
- Directories + Groups - Chamber Pages, City Events, Current Businesses, Forums

***APPLY THE ONSITE CHECKLIST FOR EACH LISTING**

HOW TO AVOID INTERNET GRIDLOCK

GOOGLE PENALIZES FOR

- Not Mobile Friendly Website
- No SSL Certificate
- No Site Map
- Duplicated Indexed Pages
- Keyword Stuffing -Florida Penalty
- Low Quality Content - Panda Penalty
- Purchased Backlinks - Penguin Penalty
- No Redirects on 404 Pages
- Low Loading Speeds
- Automated Comment Spam on Blogs



SEO Best Practices



KEYWORDS

- Who Is Looking For You
- What Are They Looking For
- Use Simple Language
- Combined Keyword Phrases

BRAND PERSONALITY

- What Do You Value
- Do Your Visuals Match Your Message

CONTENT

- Interesting + Useful - Drives Demand Ranking Points
- Authority History - Are you the expert on your topic
- Accurate Page Content Descriptions
- Stay Relevant + Engaged

SOCIAL PROOF

- Backlinks - Share Information. Guest Blogs + Interviews
- Cross Promotions - Affiliate Marketing
- Reviews - Connect To Search Engines





RESOURCES

Google

- Analytics
- Search Console
- Speed Checker
- Keyword Planner

Traffic + Diagnostics

- Bing Webmaster Tools

Redirect Page Checker

- Where Goes

SEO Errors Checks

- SEMRush
- MOZ
- Beam Us Up

Image Compressors

- TinyPNG
- Smush Image

Keyword Research

- Keywords Everywhere
- UberSuggest
- Answer The Public

MONITOR . TEST . UPDATE

At the end of the day all these tips and techniques really boil down to social signals, user-interaction, and trust.

The only way to know if you are achieving these is by testing, and testing some more.

Get your virtual presence setup right and this process will be much easier to manage.

If all of this seems overwhelming and not in your wheelhouse, VisionSales Consulting can help you out.

Contact us to hear about our Services and current package specials. Mention this Guide and receive 20% OFF any package.

VISIONSALES CONSULTING
THE DOERS-OF-ALL-THINGS-DIGITAL, YOU NEVER
KNEW YOU ALWAYS NEEDED
VISIONSALESCONSULTING.COM



Web Design / Digital Marketing