

Small Business SEO Master Class

Simple Strategies to Get Your Website to Rank #1
in Google



Course Book

Table of Contents

Introduction.....	3
Module 1 – SEO Strategy.....	8
Lesson 1: Set SMART Goals for Your SEO	9
Lesson 2: Choose Metrics to Track	
Module 2 – What Do You Want to Rank For?	
Lesson 1: Who Do You Want to Attract?	
Lesson 2: Learn How to Use Keywords Effectively	
Lesson 3: Brainstorm Seed Keywords Related to Your Business	
Lesson 4: Get Focused - Narrow Down Your Keywords	
Module 3 – Create Content to Support Your SEO Strategy	
Lesson 1: Create Your Content Strategy	
Lesson 2: How to Create Content That Will Rank	
Module 4 – Optimize Behind-the-Scenes.....	
Lesson 1: Choose Your SEO Plugin/Tool.....	
Lesson 2: Structure Your Pages – On-Page SEO.....	
Lesson 3: Structure Your Website – Technical SEO.....	
Module 5 – Backlinks	
Module 6 - Review and Refine	

Introduction

Many small business owners, solopreneurs, coaches, consultants, and freelancers recognize the importance of SEO, but mistakenly believe that SEO is a game best played by big corporations, internationally recognized brands, or SEO experts. Nothing could be further from the truth.

SEO is valuable and necessary for businesses of all sizes and anybody can learn how to do it.

Search Engine Optimization is all about making your website more attractive to search engines. If done correctly, a perfect match will be made: searchers will find what they're looking for (valuable information) and you'll get what you're looking for (an increased number of high-quality visitors to your site).

Before even considering purchase, customers research a specific problem that they have ('I need a place to stay', 'I want to look 10 years younger', 'I need to manage my time more effectively'), searching for more information and, hopefully, finding a solution. Sometimes that solution arrives in the form of a product or service.

These same customers usually limit their search to the first page, so if you're not there, they won't find you.

SEO improves your visibility and a good search ranking builds trust and credibility.

Forget about everything you've learned about SEO in the past. Creating an SEO strategy no longer involves choosing multiple disjointed 2 or 3-word phrases that describe your business and splashing them all over your website.

For example, if you are a career coach in X city, it will be almost impossible to get on the first page of Google results for 'career coach [your city]'. Job

search sites and review sites will dominate. They have tens of thousands of pages related to those keywords. At tops, you have 10. You will have to get creative. That's what this course will teach you.

By the time you complete this course, you will go from a total novice to competent SEO marketer.

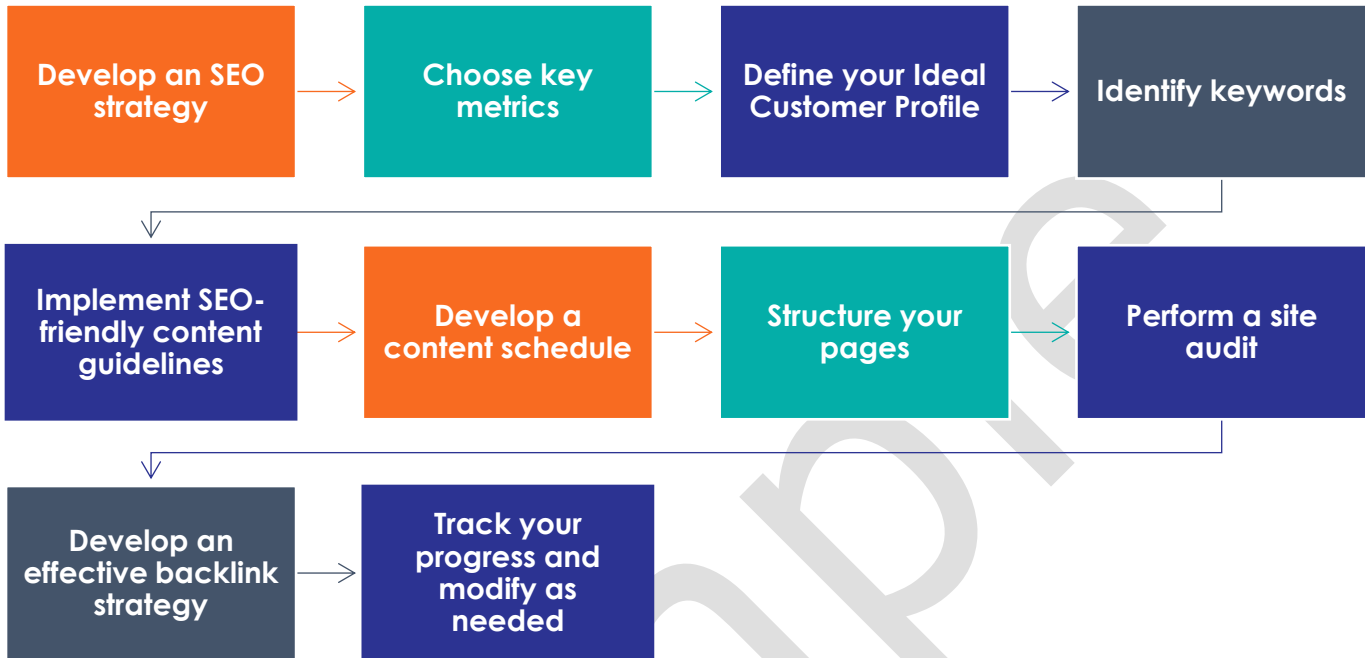
How Do Search Engines Work?

It's not necessary to know the ins and outs of search engines, and even if you had the time to learn it all, there is a lot that the search engines don't share publicly and the algorithms are always changing. But it is good to have a basic working knowledge of SEO.

Search engines crawl the web using bots, called spiders. They follow links, searching for new content to add to the search index, a digital collection of information about web pages. Google's ranking systems (and those of other search engines) sort through this information and rank based on relevance, producing results almost instantly. Search algorithms analyze the words the searcher has entered, relevance of pages, quality of sources, location, and more.

There are a number of search engines out there, including Bing and DuckDuckGo. But Google has 92% of market share, so that's the one we'll focus on in this course.

Here is your Roadmap through the course:



Learning Objectives:

By the time you complete this course, you'll be able to:

- Develop an SEO strategy for your website that incorporates SMART goals to increase your website's reach in Google
- Choose key metrics to track that will gauge the effectiveness of your SEO strategy so that you can improve and adapt as necessary
- Define your Ideal Customer Profile to determine who you want to attract to your website and what keywords you should target
- Learn how to use keywords effectively and determine keyword intent so that you can increase traffic and attract qualified leads

- Generate seed keywords for your business and specific pages, which will form the base of your long-tail keywords, giving you more opportunities to optimize and attract more searchers to your website
- Build the ideal long-tail keywords, ones that have high search volume without too much competition, driving your target audience to specific pages and your site overall
- Implement SEO-friendly content guidelines so that you create valuable, optimized content that will rank
- Develop a schedule to create new content and optimize existing content following SEO best practices
- Choose the best SEO plugin or tool to help you improve content and make it more appealing to search engines.
- Structure your pages so that they attract searchers and are easy for search engines to understand
- Perform a site audit to see where you need to restructure your website so that search engines can easily crawl, index, and rank it
- Develop an effective backlink strategy that will boost your website's authority in search engines
- Track your progress, modifying as needed to improve your rankings and successfully implement your SEO strategy
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course.

This course is broken down into 6 major modules and individual lessons to take you step-by-step through how to get your website pages ranking high on Google.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – SEO Strategy

Most small business owners know that SEO is critical to their digital marketing success. They understand the value of improving organic search engine ranking for specific keyword phrases related to their products and services. They also know that optimizing pages with relevant keyword phrases that are popular, but not too competitive, will help them rank higher on Google, ideally getting high up on the first page.

But small business owners are also very busy.

SEO strategies often end up on a to-do list, neglected. Or it was something they did years ago, when their website first launched, and they haven't touched it since.

An SEO strategy contains 'nuts and bolts' SEO, but it should also touch on a content strategy, on-page SEO, link building, and page usability. Putting together all these elements, the primary objective of any SEO strategy is delivering value and relevance to searchers.

- **Lesson 1: Set SMART Goals for Your SEO**
- **Lesson 2: Choose Metrics to Track**

Lesson 1: Set SMART Goals for Your SEO

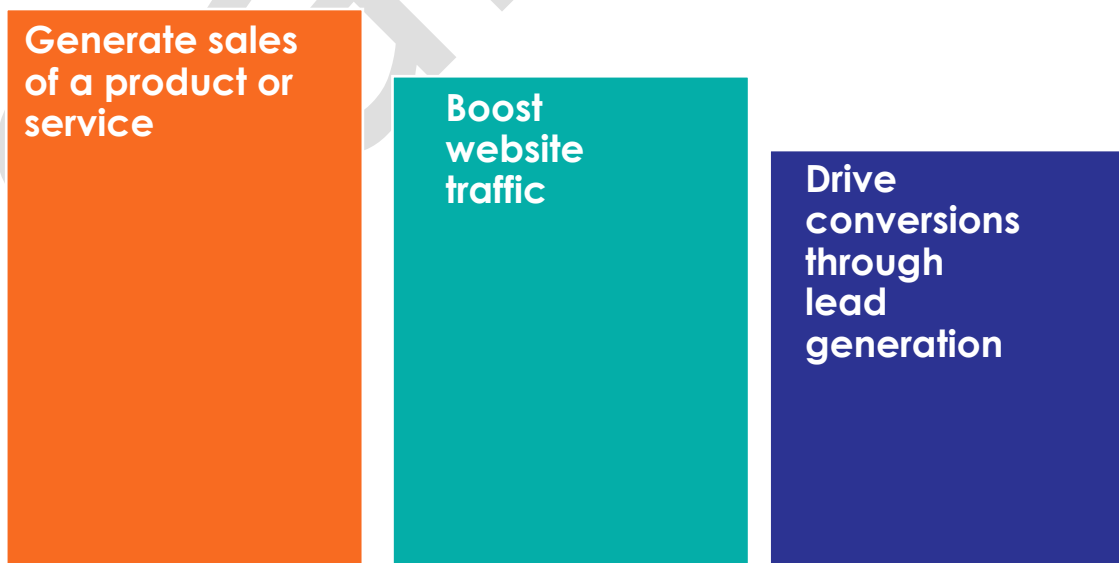
Before you can create an SEO strategy, you need to set some SMART goals – what you want SEO to achieve for your business. You will have a number of micro goals, but right now focus on some specific overall business goals that SEO will help you accomplish: The 'why' behind your SEO strategy.

Without clearly defined goals, you won't be able to measure your success. Setting SMART goals removes any guesswork or vague plans and keeps you accountable and on schedule.

Improving SEO helps you rank higher in Google during organic searches. The better your placement, the more likely that the people searching your keyword phrase will find you.

Think about why you want people to find you in the first place. Why do you want them to visit your landing page? Click that link? Navigate to that page?

What do you want SEO to achieve for you?



ATTENTION:

This is only an excerpt from our full course **Small Business SEO Master Class**. The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

Sample