

DIY SEO: KEYWORD STRATEGY



JUMPSTARTWEB
It's time to get more clients.



Background

01

Why Are We Here?

DIY Empowerment &
Exposure

02

My Background

A rare Internet generalist!

03

What to Expect

An overview which will get
you off to a great start on
strategy

What Is SEO?

It's NOT a standalone activity!

Along with technical best practices it's an exercise in:

- Customer interest research & testing
- Creation of great content that people want
- Promotion of your content (Social, email, etc)
- Influencer engagement
- Conversion optimization & strategy
- Measurement, analysis and course correction
- Ongoing effort in the above areas

What Is Usually “Broken” About SEO

- Shortcuts on creating content
- Lack of strategic approach
- Pursuing traffic without considering conversion
- Not using strategic or appropriate keywords

Today we'll touch on these things and focus on a good keywords strategy.

Note that this is generally not a linear process!



5 Levels of SEO

- **Brand/Company SEO**

Ensuring you show up prominently for “brand” searches (company name, branded products, etc).

Need strong NAP and good optimization for your Brand terms.

This is the bare minimum you should be doing!

- **Local SEO**

Showing up prominently in the city you’re located in for the services you offer.

Great/suitable for businesses like lawyers, wellness practitioners, restaurants, professional services, etc.

Google knows that location is hugely important for searches for these types of services, so you’re only competing with other local businesses.



5 Levels of SEO

- **Multi-Location SEO**

Just like Local SEO but for companies with multiple locations.

Need to take steps to have prominence in all your locations.

Great for franchises, chains or any business with locations in multiple cities.

If done correctly, the strength of the overall network will benefit ALL locations and provide a competitive advantage.

- **National SEO**

For companies/products with broad markets but where the country you're located in is an important factor in search results.

This would includes most e-commerce stores (because of delivery, duties, etc).



5 Levels of SEO

- **International SEO**

For companies with products like downloadable software where it's typically irrelevant where the product is made.

This is also generally the most competitive form of SEO

Why is knowing your “level” of SEO important?

- Optimization for local, multi-location and ecommerce situations requires different tactics.
- Generally, the level of competition goes up dramatically at each level (and the level of competition has a huge role in defining your strategy).

Keyword Intent

- Possibly the most overlooked element in SEO and PPC as well.
- Most companies focus on high traffic keywords at the expense of lower volume keywords/search queries that display “intent” on the part of the searcher.
- A high-intent search query can be worth literally 10-1000x a broader search query

Fun Quiz – Pick the highest intent keyword option from each of the following series...



Santa Cruz Bicycles

vs

Santa Cruz Bronson Carbon Pricing Canada



Chiropractor

vs

Chiropractor Seattle

vs

Downtown Seattle Chiropractor Open Saturday



Pizza

vs

Pizza near me



Photo Software

vs

Desktop photo software for png transparent export

You get the picture (pun intended)!

Yet, most companies pick the high volume keywords and ignore the high intent ones.

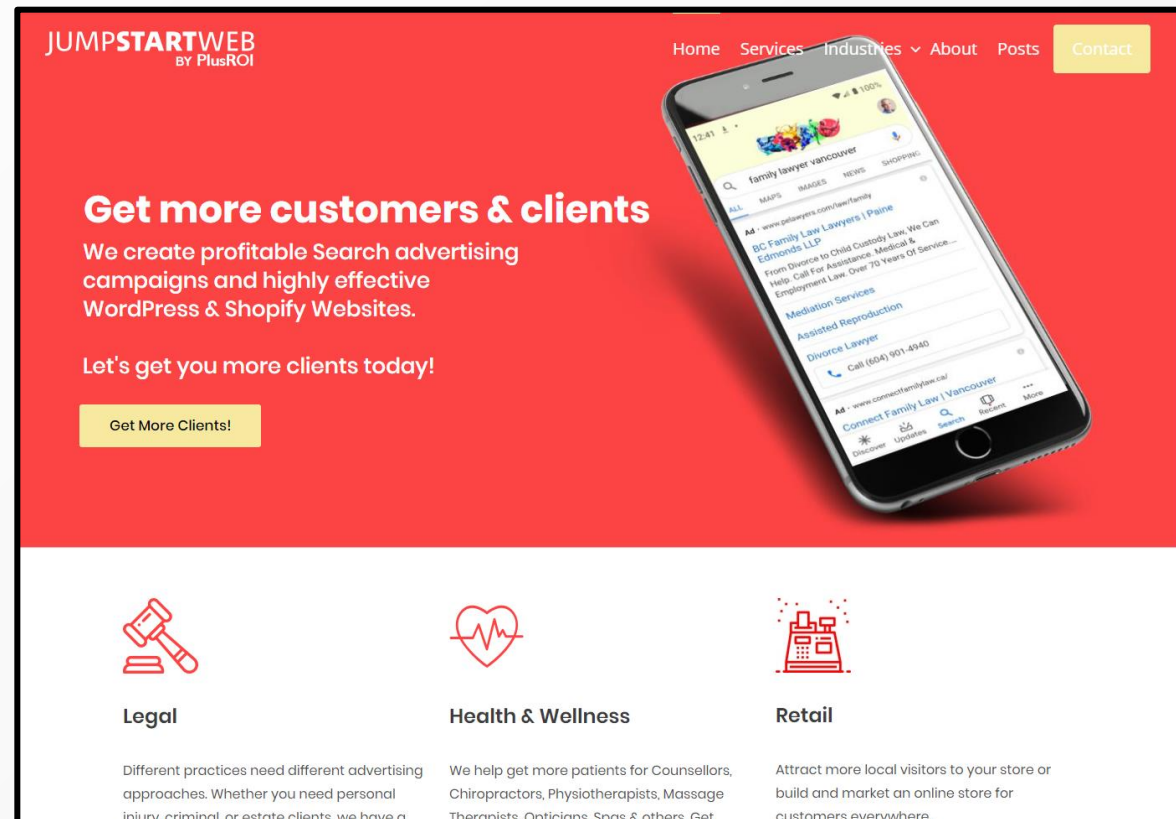
Feedback from the Audience?

- High intent suggestions for their industry?
- 15 second brainstorm on high intent keywords for your audience?

Developing Your Strategy – Assessing First Page Results

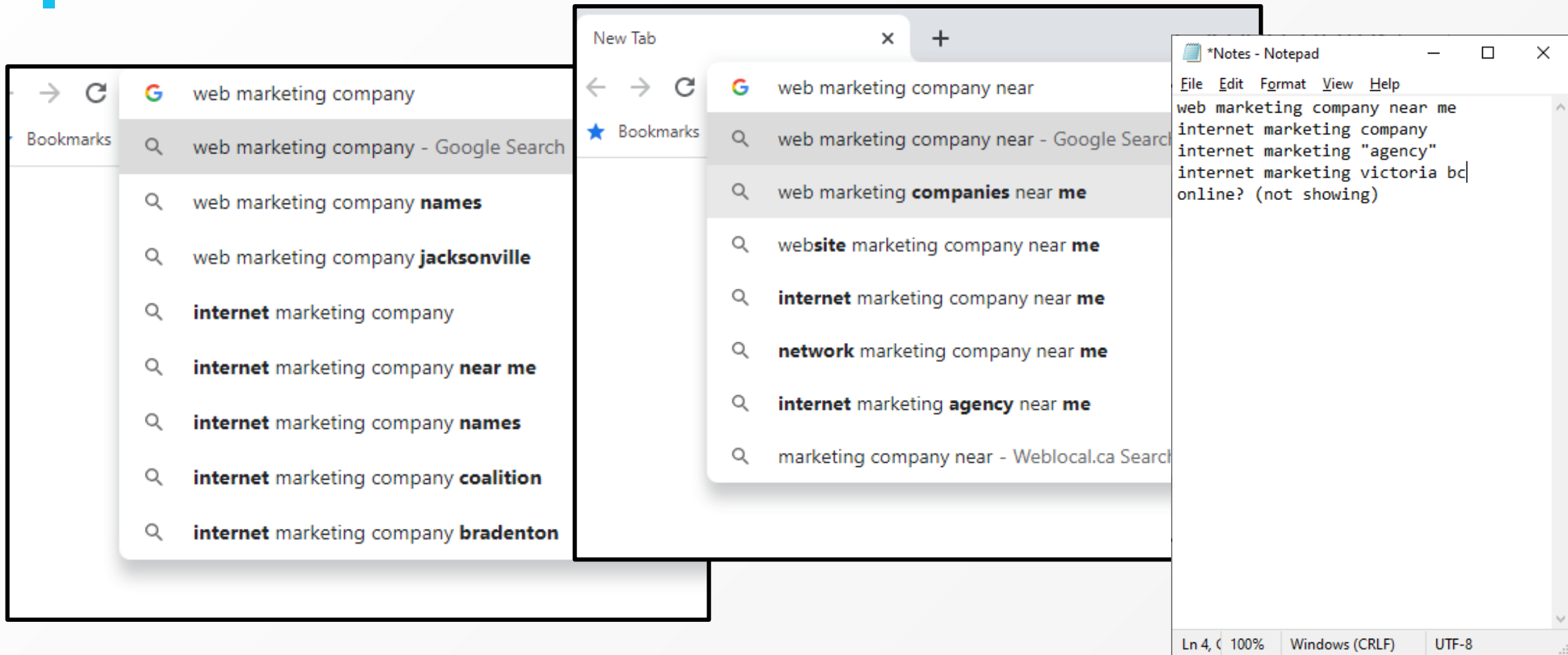
Let's use the example of our JumpStart Web site (which hasn't had a complete keyword strategy applied).

We'll start with our home page keyword...



Assessing First Page Results – Starting Points

Auto-fill suggestions can give some hints and a good starting point, as well as some good ideas for later keyword research. Keep notes!



Assessing First Page Results – Your Competition

These initial results give us a starting point.

We need to beat one of these companies to appear on Page 1!

Let's dig in...

The screenshot shows a Google search for "internet marketing victoria bc". The results are divided into two main sections: Local Pack and Organic Search Results.

Local Pack Results:

- Metamend Digital Marketing**
4.8 ★★★★★ (20) · Internet marketing service
5.6 km · 3403 Seymour Pl
Closed · Opens 9 a.m. · (250) 381-6382
Buttons: WEBSITE, DIRECTIONS
- PlusROI Online Marketing Inc.**
4.7 ★★★★★ (3) · Internet marketing service
Closed · Opens 9 a.m. · (250) 294-0915
Button: WEBSITE
- Meaningful Marketing**
4.7 ★★★★★ (50) · Internet marketing service
Closed · Opens 9:30 a.m. · (250) 217-4176
Button: WEBSITE

[More places](#)

Organic Search Results:

- devEdge Internet Marketing | SEO, Website Design, PPC ...**
Get new customers with devEdge **Internet Marketing**! Lead Generation, Website Development, and Advertising. Your **digital marketing** agency in **Victoria, BC**.
- Internet Marketing Victoria BC | PlusROI Online Marketing**
Tired of spending time & resources on **marketing** tactics you're not seeing results from? Find out how to pick the right activities & measure results.
- Digital Marketing Agency in Victoria BC | IdeaZone**
We are one of the pioneers of **digital marketing** in **Victoria, BC**, Canada and have been creating and implementing successful **online marketing** strategies since ...
- Victoria ... - Market IQ Internet Marketing and Web Development**
Victoria **Internet Marketing** and web design for **Victoria** business. Website design, email marketing, SEO search engine optimization for local **Victoria** businesses.

Assessing First Page Results – Competitor Domain Authority

Using Moz.com's Link Explorer, we'll check out the authority of our competitors.

As we already have higher domain authority than one of the first page results, I'd feel pretty good about competing for this keyword!

Metrics	jumpstartweb.com	mcallistermarketi...	metamend.com	marketiq.ca	ideazone.ca
Domain Authority	16	28	34 ✓	10	27
Spam Score	8%	1% ✓	--	6%	3%
Total links	1,012	21,963	9,703	116,249	132,860 ✓
% of total links, external + follow	31%	1%	77%	42%	97% ✓
External, followed links	311	276	7,487	49,354	128,444 ✓
Internal, followed links	679	21,436	5	66,578 ✓	2,421
External, nofollowed links	22	65	2,211 ✓	308	1,995
Internal, nofollowed links	0	186 ✓	0	9	0
Total linking domains	37	137	1,658 ✓	37	259
Followed linking domains	30	102	1,418 ✓	19	160

Assessing First Page Results – Looking at “National” Level

Looking nationally, it's much more competitive – we're unlikely to challenge sites like these in the near term.

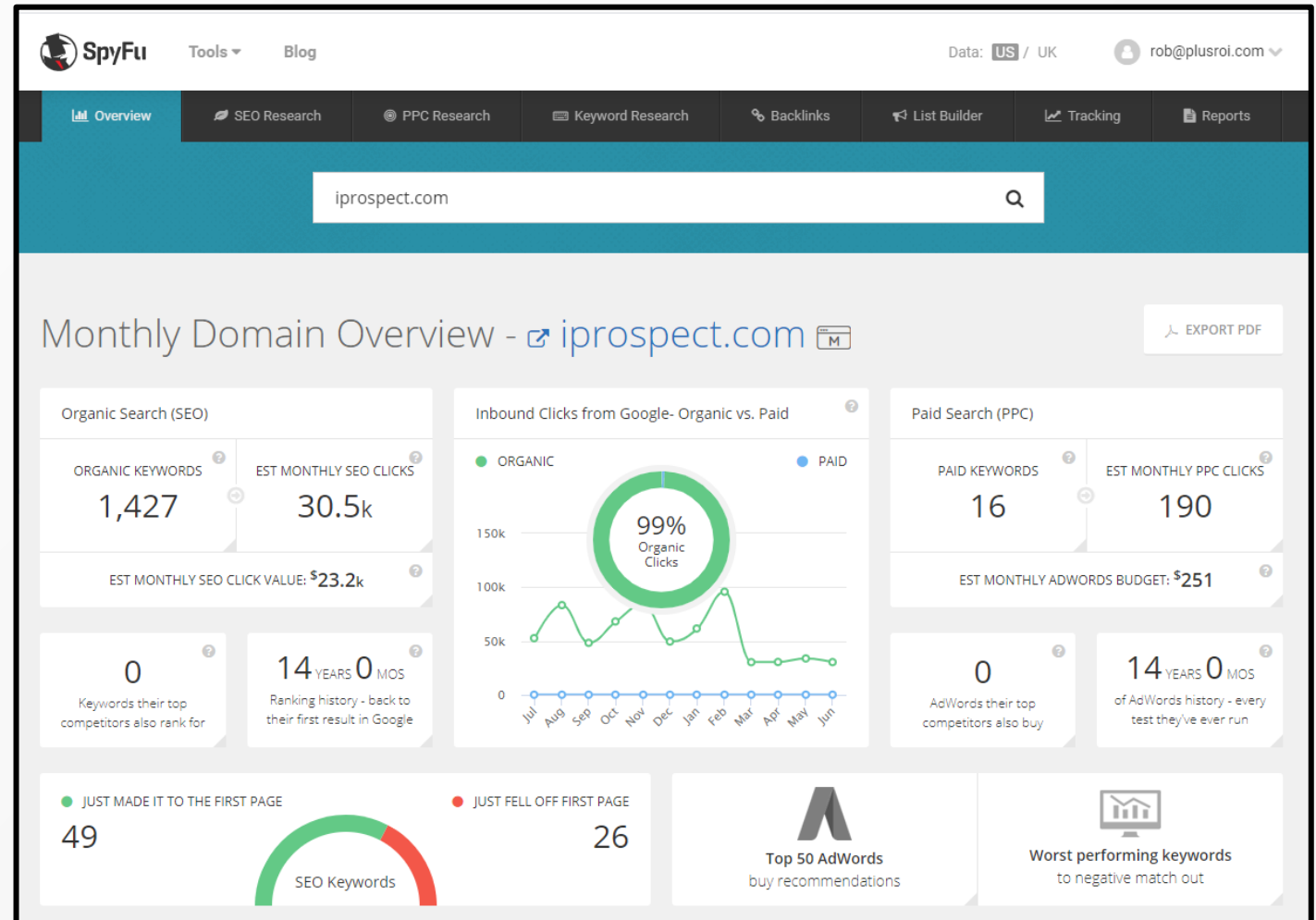
(maybe there are some niche terms we could rank on though?)

Metrics	● jumpstartweb.com	● iprospect.com	● impcanada.com
Domain Authority	16	63 ✓	30
Spam Score	8%	1% ✓	1% ✓
Total links	1,012	894,593 ✓	76,911
% of total links, external + follow	31% ✓	12%	26%
External, followed links	311	111,595 ✓	19,819
Internal, followed links	679	753,467 ✓	7,441
External, nofollowed links	22	29,530	49,651 ✓
Internal, nofollowed links	0	1 ✓	0
Total linking domains	37	6,528 ✓	508
Followed linking domains	30	5,315 ✓	342

The Next Step – Identifying Keywords

Let's see what some other companies are using for keywords using SpyFu.

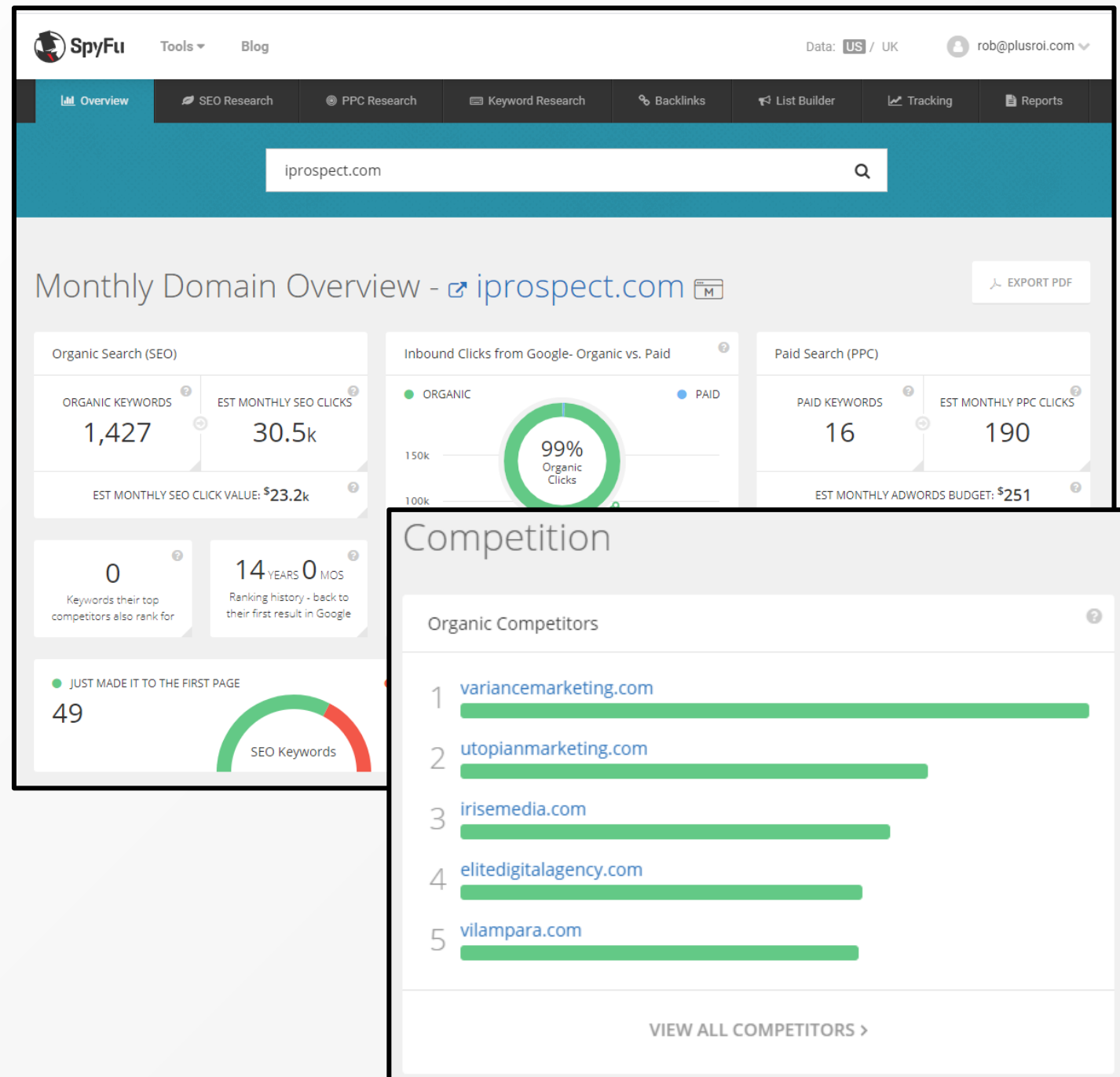
In this case, we likely want to look at the national competitors to find the best keywords (and ones for which we might rank locally)



The Next Step – Identifying Keywords

Try different competitors until you find one that has keywords that make sense for your firm.

The Organic Competitors shown can help this process.

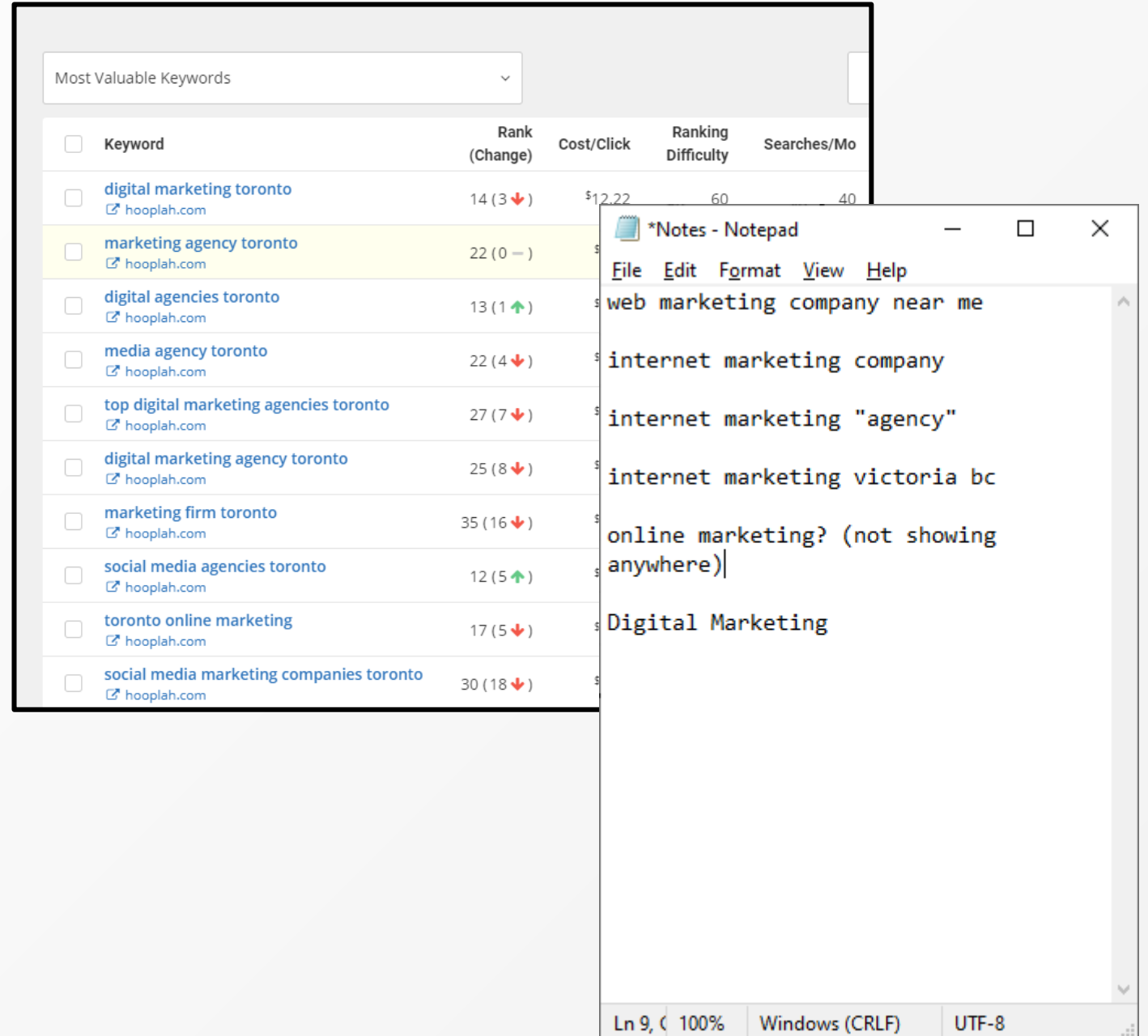


SpyFu Keywords

Hadn't considered "digital marketing" yet – I'll add it to my notes!

Keep digging and adding keywords to your running list until you feel good about having a good "starter" set.

We're doing this process for the home page but this an apply to almost EVERY page on your site.



The image shows a screenshot of a SpyFu keywords table and a Notepad window. The table lists various keywords related to digital marketing in Toronto, along with their rank, cost per click, ranking difficulty, and search volume. The Notepad window shows a list of keywords being added to a running list.

Keyword	Rank (Change)	Cost/Click	Ranking Difficulty	Searches/Mo
☐ digital marketing toronto hooplah.com	14 (3 ↓)	\$12.22	60	40
☐ marketing agency toronto hooplah.com	22 (0 =)			
☐ digital agencies toronto hooplah.com	13 (1 ↑)			
☐ media agency toronto hooplah.com	22 (4 ↓)			
☐ top digital marketing agencies toronto hooplah.com	27 (7 ↓)			
☐ digital marketing agency toronto hooplah.com	25 (8 ↓)			
☐ marketing firm toronto hooplah.com	35 (16 ↓)			
☐ social media agencies toronto hooplah.com	12 (5 ↑)			
☐ toronto online marketing hooplah.com	17 (5 ↓)			
☐ social media marketing companies toronto hooplah.com	30 (18 ↓)			

*Notes - Notepad

File Edit Format View Help

web marketing company near me

internet marketing company

internet marketing "agency"

internet marketing victoria bc

online marketing? (not showing anywhere)|

Digital Marketing

Ln 9, 100% Windows (CRLF) UTF-8

Google Keyword Tool

A Google Ads account is needed to access this tool, but you don't actually have to run ads to use it.

It has some flaws but the data provided is generally the most accurate available!

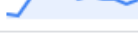
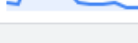
☐ Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided					
☐ internet marketing	880 	Low	—	CA\$5.27	CA\$15.07
☐ web marketing	480 	Low	—	CA\$4.86	CA\$12.93
☐ online marketing	1,900 	Medium	—	CA\$4.18	CA\$14.71
☐ digital marketing	12,100 	Medium	—	CA\$3.74	CA\$18.39
Keyword ideas					
☐ digital marketing agency	1,900 	Medium	—	CA\$4.95	CA\$15.91
☐ marketing agency	3,600 	Medium	—	CA\$2.35	CA\$5.98
☐ e marketing	1,000 	Low	—	CA\$1.14	CA\$4.29
☐ digital marketing company	720 	Medium	—	CA\$4.35	CA\$15.65
☐ marketing 4.0	50 	Medium	—	CA\$3.20	CA\$4.48
☐ digital marketing services	480 	Medium	—	CA\$5.24	CA\$17.19
☐ digital marketing strategy	720 	Low	—	CA\$4.81	CA\$20.80
☐ google digital marketing	140 	Low	—	CA\$2.18	CA\$11.71

Google Keyword Tool – Refinement

Having discovered “digital marketing” appears to be overwhelmingly popular broad term, we’ll see if this bears out with more narrow searches.

Wow – some interesting results.

Note that I’m looking nationally to see a bigger dataset (but need to be comfortable the results apply locally).

☐ Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided					
☐ internet marketing	880 	Low	—	CA\$5.27	CA\$15.07
☐ web marketing	480 	Low	—	CA\$4.86	CA\$12.93
☐ online marketing	1,900 	Medium	—	CA\$4.18	CA\$14.71
☐ digital marketing	12,100 	Medium	—	CA\$3.74	CA\$18.39
☐ digital marketing agency	1,900 	Medium	—	CA\$4.95	CA\$15.91
☐ online marketing agency	260 	Low	—	CA\$5.44	CA\$17.02
☐ digital marketing company	720 	Medium	—	CA\$4.35	CA\$15.65
☐ internet marketing company	2,400 	Low	—	CA\$9.30	CA\$19.55
☐ web marketing agency	50 	Low	—	CA\$3.19	CA\$15.23
☐ internet marketing agency	170 	Low	—	CA\$4.73	CA\$16.55
Keyword ideas					
☐ marketing agency	3,600 	Medium	—	CA\$2.35	CA\$5.98
☐ e marketing	1,000 	Low	—	CA\$1.14	CA\$4.29

The SEO Matrix

Once you've got a selection you can start on your "Matrix"

Pages	Link	Target Keyword(s) & Secondary	Page Title	Meta Description	No
Main Navigation Pages					
Home	http://www.jumpstartweb.com	Internet Marketing Company in Victoria BC JumpStart Web, digital marketing, online marketing	Internet Marketing Company in Victoria BC JumpStart Web 57	Tired of spending time & resources on marketing tactics that you're not seeing results from? Let's chat! 104 0	
Services					
- Websites					
- Online Advertising					
- SEO					
- Hosting					
- Email					
About					
News					
Contact					
Industries??? - later					

Consider your Meta Page Title to be your "headline" and your Meta Description to be your "body copy" for your search result...

Title and Description

jumpstartweb.com ▼

Jumpstart Web: Search Engine Marketing in Victoria, BC

Get new clients with **Jumpstart** Google Ads. We'll ensure your ads appear right when qualified buyers are searching for your type of service. Book a call.

jumpstartweb.com › services ▼

Digital Marketing Services in Victoria, BC | Jumpstart Web

Effective & affordable internet marketing services in **Victoria**, including Google Advertising, Websites, Facebook Advertising and Search Engine Optimization.

Adding Titles and Descriptions to Your Site

The most typical case is using WordPress with the Yoast plug-in but most all platforms (Shopify, SquareSpace, Wix) support a similar process.

Do NOT get on a website platform that doesn't support custom meta titles and descriptions!

Yoast SEO

SEO

Readability

Social

Focus keyphrase ?

JumpStart Web

Google preview

Preview as:

☒ Mobile result

☐ Desktop result

https://jumpstartweb.com

Search Engine Marketing in Victoria, BC | Jumpstart Web

Get new clients with **Jumpstart** Google Ads. We'll ensure your ads appear right when qualified buyers are searching for your type of service. Book a call.

Edit snippet

SEO title

+ Insert snippet variable

Search Engine Marketing in Victoria, BC | Jumpstart Web

Slug

Meta description

+ Insert snippet variable

Get new clients with Jumpstart Google Ads. We'll ensure your ads appear right when qualified buyers are searching for your type of service. Book a call.



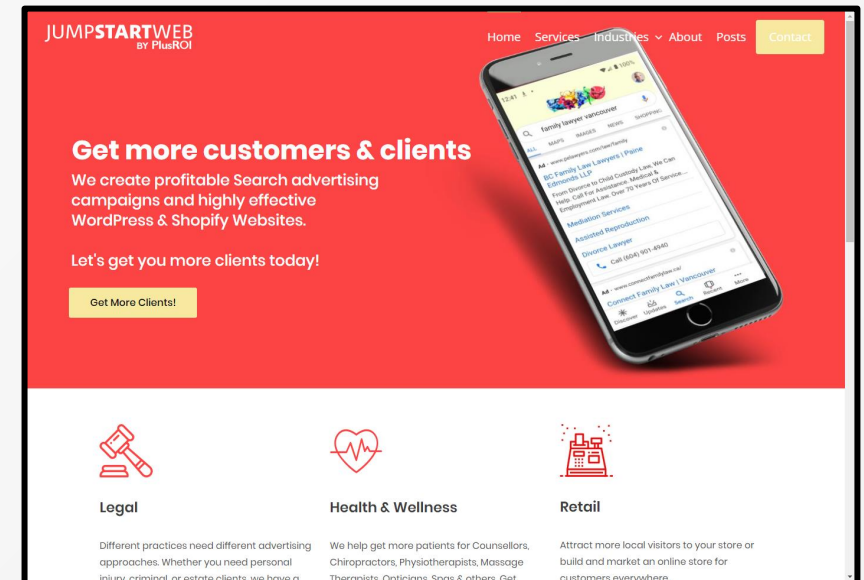
What's Next?

- Go through the process for all important pages on your site.
- Determine how you want to measure results (non-brand monthly organic search volume in Analytics is a great overall metric. Rankings in Google Search Console are a great keyword-level metric).
- Do the other 100 or so things you'll need to for a killer SEO strategy!

Short Break – Shameless Plug

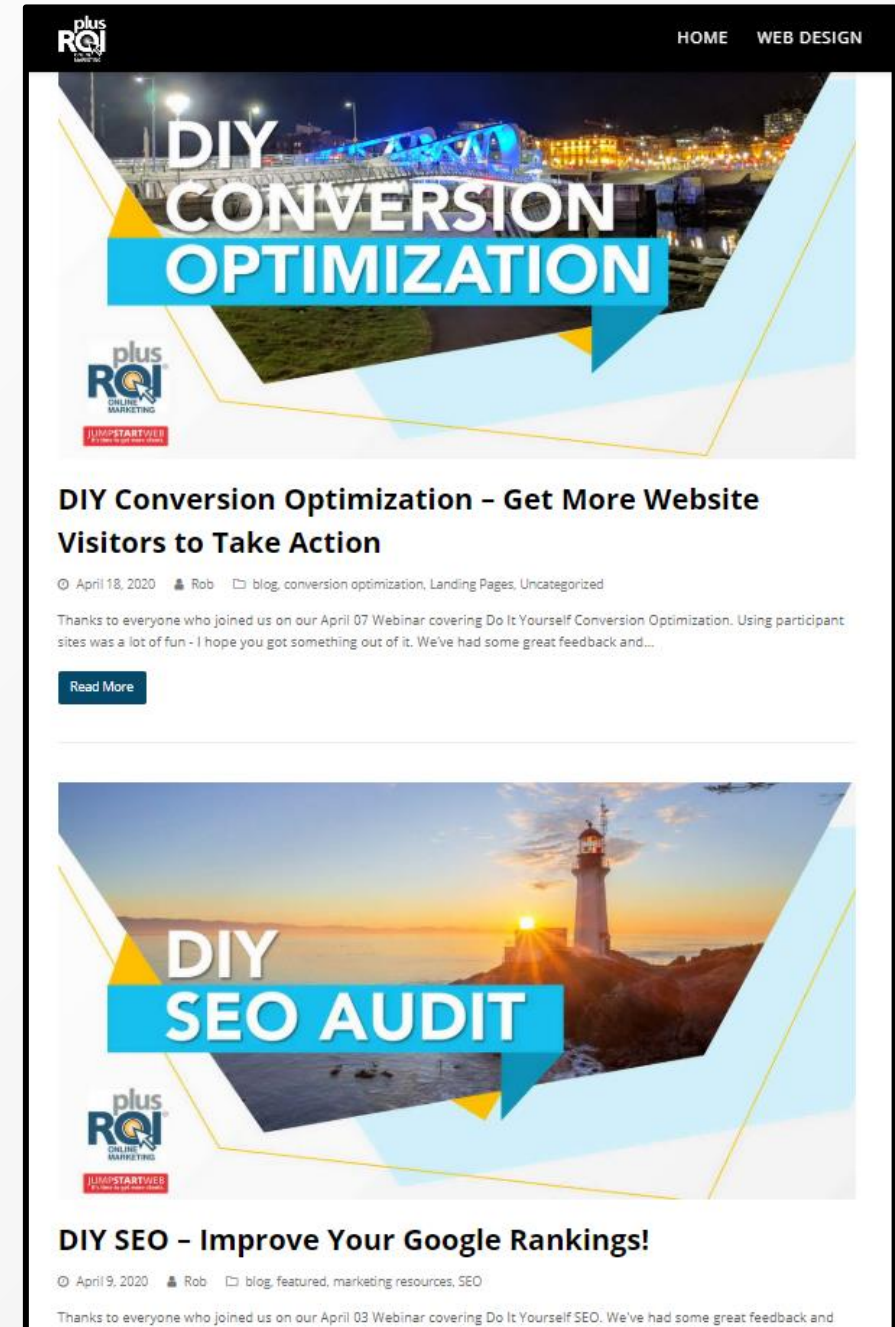
Contact Rob@PlusROI.com for any questions about your web marketing.

We have a super-skilled team and can help with marketing strategy or help with everything from building your site through to complete multi-channel marketing efforts.



More Resources

- We'll let you know about future webinars.
- Past webinars are archived at <https://plusroi.com/category/blog/>
- Time allowing, let's quickly discuss blog keyword strategy!
- Questions? Discussion?



The screenshot shows the PlusROI website with a dark header containing the logo and navigation links for 'HOME' and 'WEB DESIGN'. The main content area features two blog posts, each with a large hero image and a blue banner for the title. The first post, 'DIY Conversion Optimization', has a night cityscape background. The second post, 'DIY SEO Audit', has a lighthouse at sunset background. Both posts include a 'Read More' button and a short paragraph of text.

DIY Conversion Optimization

DIY Conversion Optimization – Get More Website Visitors to Take Action

April 18, 2020 Rob blog, conversion optimization, Landing Pages, Uncategorized

Thanks to everyone who joined us on our April 07 Webinar covering Do It Yourself Conversion Optimization. Using participant sites was a lot of fun - I hope you got something out of it. We've had some great feedback and...

[Read More](#)

DIY SEO Audit

DIY SEO – Improve Your Google Rankings!

April 9, 2020 Rob blog, featured, marketing resources, SEO

Thanks to everyone who joined us on our April 03 Webinar covering Do It Yourself SEO. We've had some great feedback and...



Get in Touch on
Linkedin or

Rob@PlusROI.com