

DIY SEO: ONGOING STRATEGY



JUMPSTARTWEB
It's time to get more clients.



Our Journey

01

It's hard

02

It can be done

03

Commit to finish!

This Session

Goals:

- Learn about ongoing SEO strategy
- See some practical tips/methods
- Understand enough about it to go do further research on areas you're going to follow up on

Agenda:

- SEO background
- Slides
- Quick demos (along the way)
- Q&A

SEO: A 3 Legged Stool

1. Technical setup & structure
2. Content
3. Linking & Engagement

What happens if you remove one of the legs?



5 Levels of SEO

1. Brand/Company SEO
2. Local SEO
3. Multi-Location SEO
4. National SEO
5. Global SEO



Foundational Priorities

1. Technical Setup
<https://plusroi.co/diy-seo-audit>
2. Keyword Strategy
<https://plusroi.co/keyword-strategy>
3. Offsite Basics
NAP (Name, Address, Phone Number)



Ongoing Priorities

1. Content & Copy
2. Engagement & Promotion
3. Links

A million ways to approach these but let's have a look through the lens of my own practical example

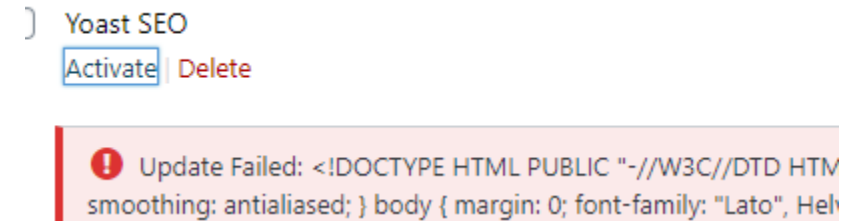
Background

- 2012: Life was good
- 2020: Life support!



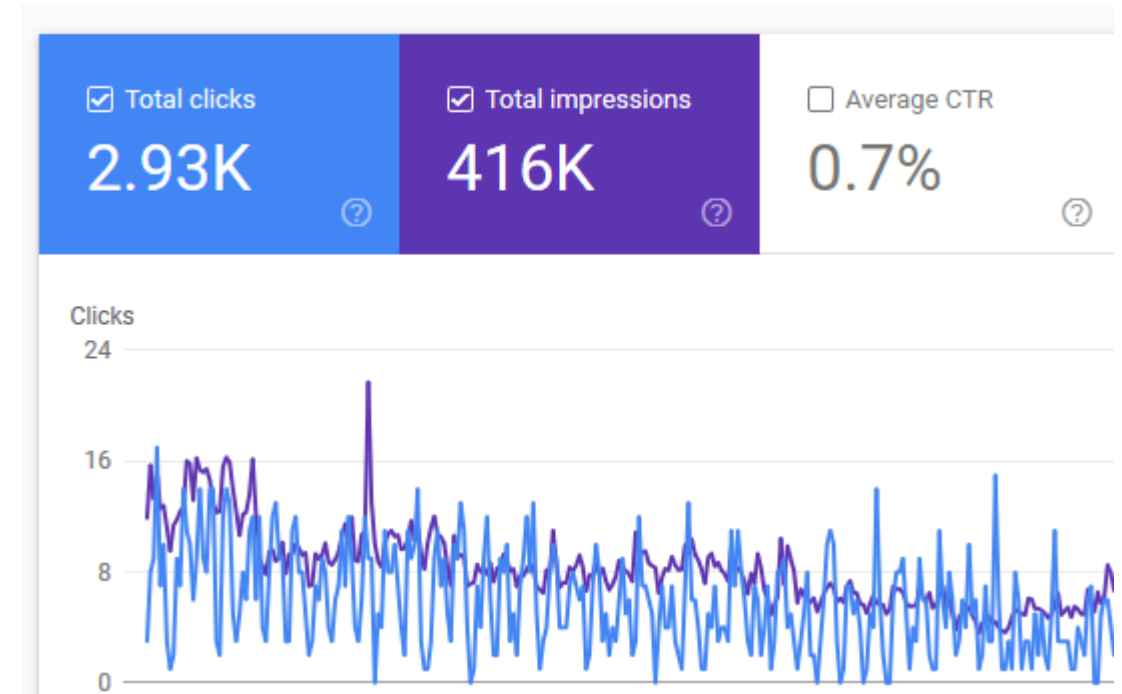
Why?

- Lack of attention
 - Some technical issues
 - Some changes in search behaviour/keywords
 - “New” website was launched in 2014!
- Competitors working harder
 - More copy, better on-site linking
 - Proactive content strategies
 - Better external linking strategies



Seeing Where You Rank

- Googling various terms (in incognito/private mode)
- Tools like Advanced Web Ranking (<https://www.advancedwebranking.com/>)
- Google Search Console



Getting Started – Competition

- Critical because you need to beat someone else to get on the first page (and your rank doesn't really matter if you're not on the first page!)

Root Domain	Subdomain	Exact Page
Metrics plusroi.com		
Domain Authority	19	✓
Spam Score	1%	✓
Total links	20,976	✓
% of total links, external + follow		11%
External, followed links		2,361
Internal, followed links		18,480 ✓
External, nofollowed links		135
Internal, nofollowed links		0
Total linking domains		114
Followed linking domains		63

Assessing The Competition

- Look at their site and blog to assess their content/copy strategy
- Look at their Social presence to uncover more content you might have missed (if they have a good strategy they will be posting about it) and to see their social engagement.
- Moz Link Explorer to get their Domain Authority!
- SpyFu (or Moz/SEMRush) to discover their keywords

Moz Link Explorer

- Formerly Open Site Explorer
<https://moz.com/link-explorer>
- Domain Authority (DR) – your best “out of the box” yardstick for competitive potential
- Great tool for uncovering competitor’s inbound links
- Ahrefs (and their DR) is a good alternative to Moz as well and has a bit of a different feature set (more ad research features).

Root Domain	Subdomain	Exact Page
Metrics		
● plusroi.com ● www. [REDACTED]		
Domain Authority	19	16
Spam Score	1%	--
Total links	20,976	6,060
% of total links, external + follow	11%	91%
External, followed links	2,361	5,531
Internal, followed links	18,480	0
External, nofollowed links	135	529
Internal, nofollowed links	0	0
Total linking domains	114	575
Followed linking domains	63	395

SpyFu

- SpyFu.com
- Tons of tools – we use it mostly to uncover both organic and paid keywords

The image shows the SpyFu website interface. At the top, there's a navigation bar with the SpyFu logo, 'Tools', 'Blog', and a user profile for 'rob@plusroi.com'. Below this is a large green and blue banner with the text 'SEO & PPC Tools For Professionals. Unlimited Projects & Data For Only \$33/mo.' and a search bar labeled 'enter your competitor's website'. In the foreground, a laptop displays the SpyFu dashboard for 'zoom.us'. The dashboard includes a 'Monthly Domain Overview' with various metrics: Organic Search (32,025 keywords, 14.6M clicks, \$8.25M value), Paid Search (29,066 keywords, 70.4k clicks, \$355k budget), and a 99% Organic vs. Paid ratio. It also shows 'Top 50 AdWords' and 'Worst performing keywords'. Callout boxes on the right side of the laptop screen highlight 'Unlimited Searches', 'Unlimited Projects', and 'Unlimited Exports'.

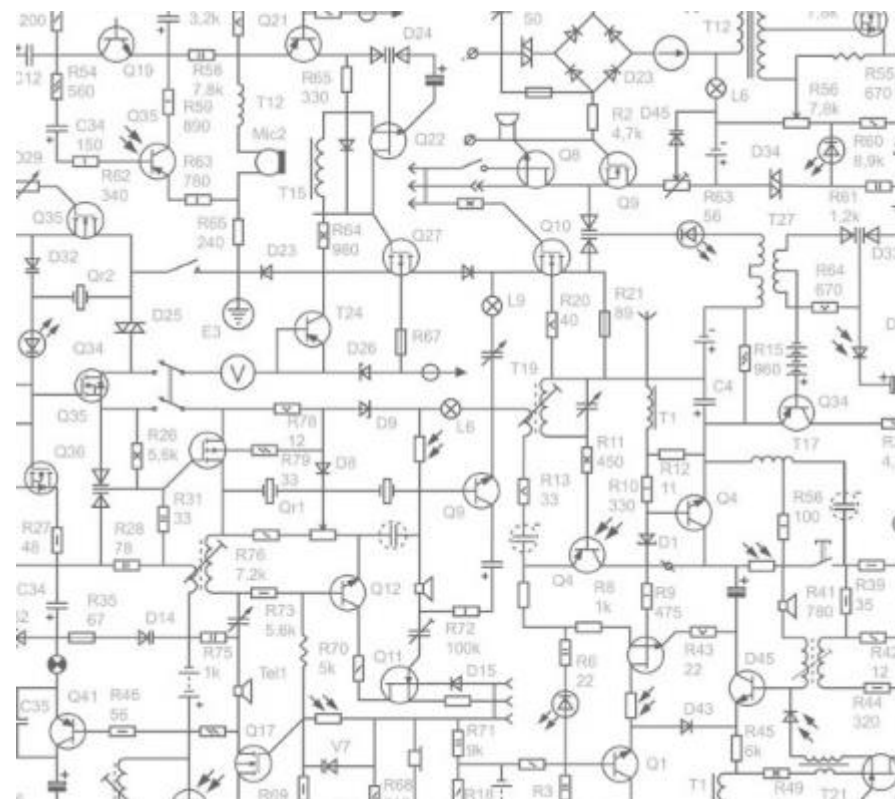
How to Approach SEO

- Big projects okay, but committing to an monthly incremental plan is even more important (see our own cautionary tale!)



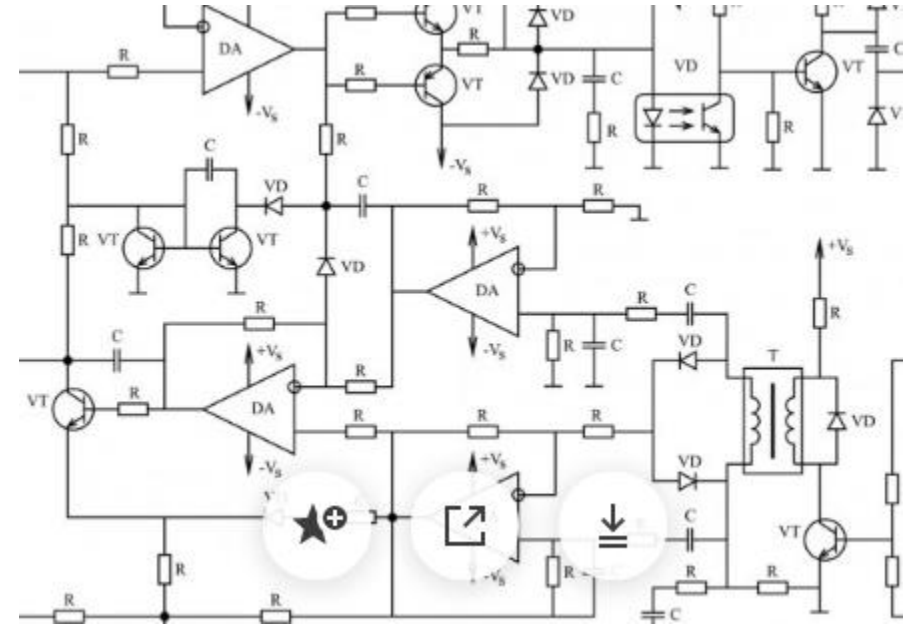
Annual Tasks

- Complete SEO Audit & Keyword Strategy/Selection review:
 - <https://plusroi.co/diy-seo-audit>
 - <https://plusroi.co/keyword-strategy>
- Complete competitive review (upcoming webinar?)
- Offsite “NAP”



Monthly Plan

- Health Check (Google Search Console & website updates)
- Small site improvement:
 - Content
 - On-Site Linking
 - Speed/Image Size
- Content (strategic news/blog post or resource)
- Promotion of content
- External Links
- Tracking/Reporting...



Tracking/Reporting

- Google Analytics (with GSC connected): monthly organic traffic (ideally filtered for non-brand only), compared to:
 - Last month
 - The same month last year
- Google Search Console (GSC) – Do a “performance” export if you want to torture yourself with rankings
- Other ranking & reporting tools if you really want to torture yourself!

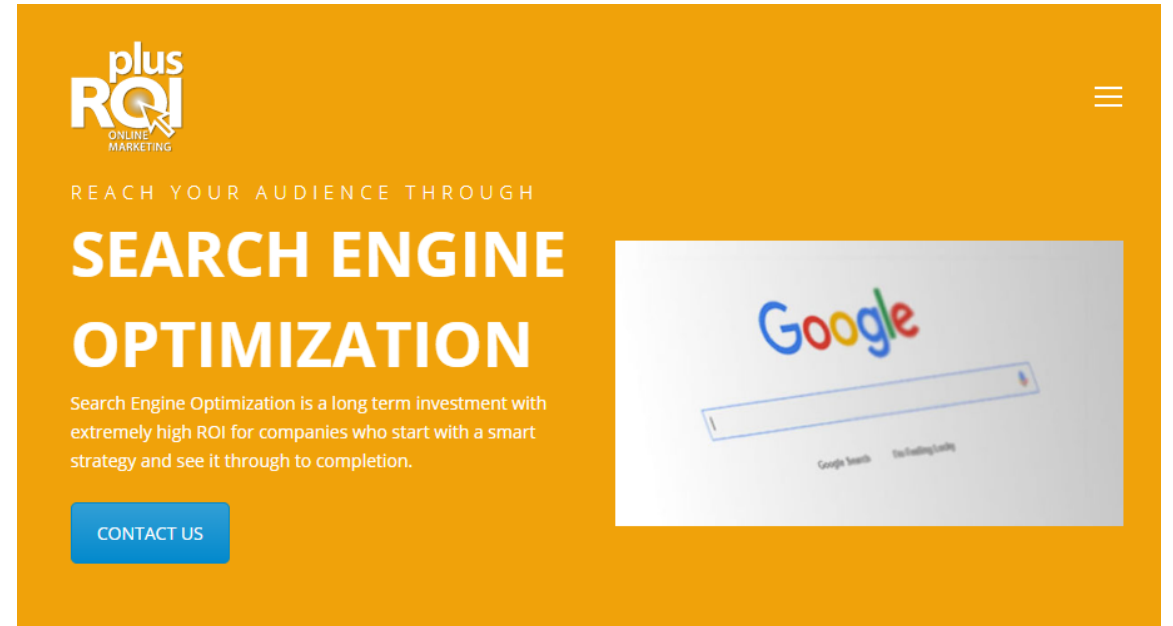
Default Channel Grouping	Acquisition	
	Users ? ↓	New Users ?
	12,619 % of Total: 100.00% (12,619)	10,625 % of Total: 100.08% (10,616)
1. Organic Search	5,608 (43.55%)	4,819 (45.36%)

Addressing Thin Copy

- Bad SEO for SEO Services!

Possible remedies:

- Re-visit keywords
- Flesh out page (10x rule)
 - More/better copy
 - Offsite Links to SEO resources we use
 - Links to on-site resources
 - Additional pages on specific topics (3 pillars?)
 - Bonus – more links to SEO page/section from rest of site (blog/homepage)

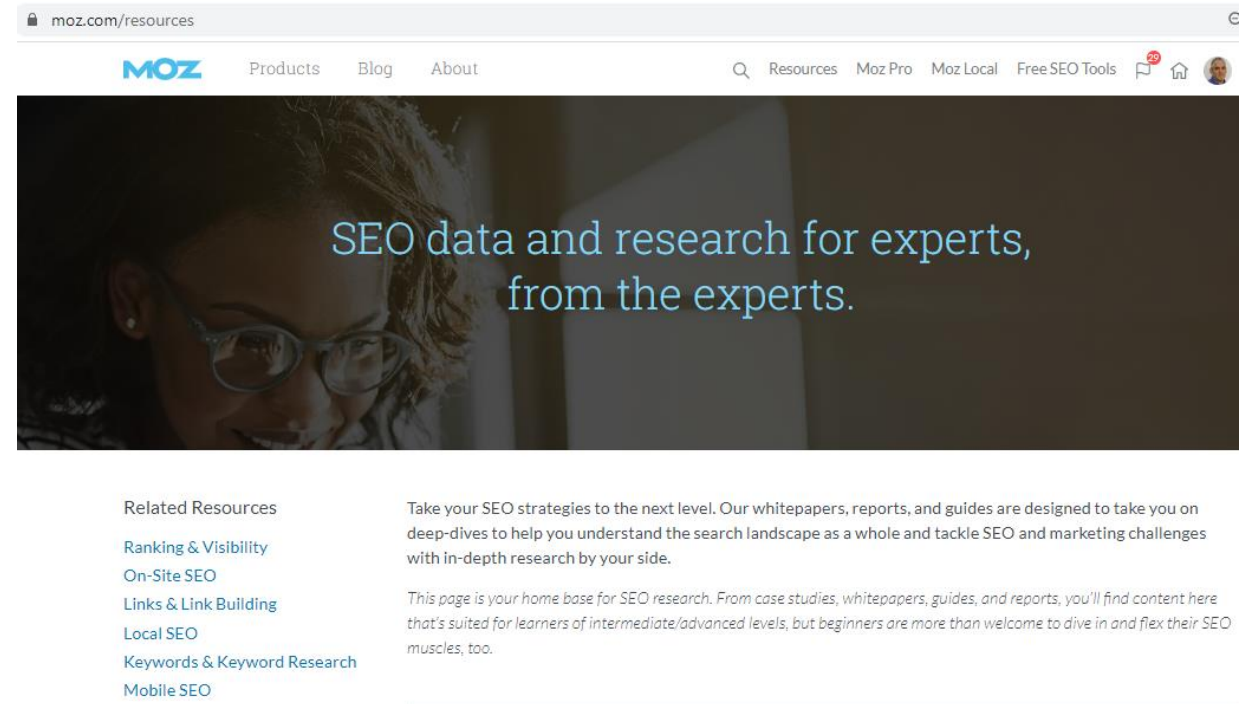


Content & Content Strategy

- What sort of content strategy are you going to employ?
 - Brand
 - Entertainment
 - Educational
 - Thought leadership
 - Combination of above?
- Note: having the best educational content on the planet is of little use if nobody finds out about it or finds it too boring to work through.

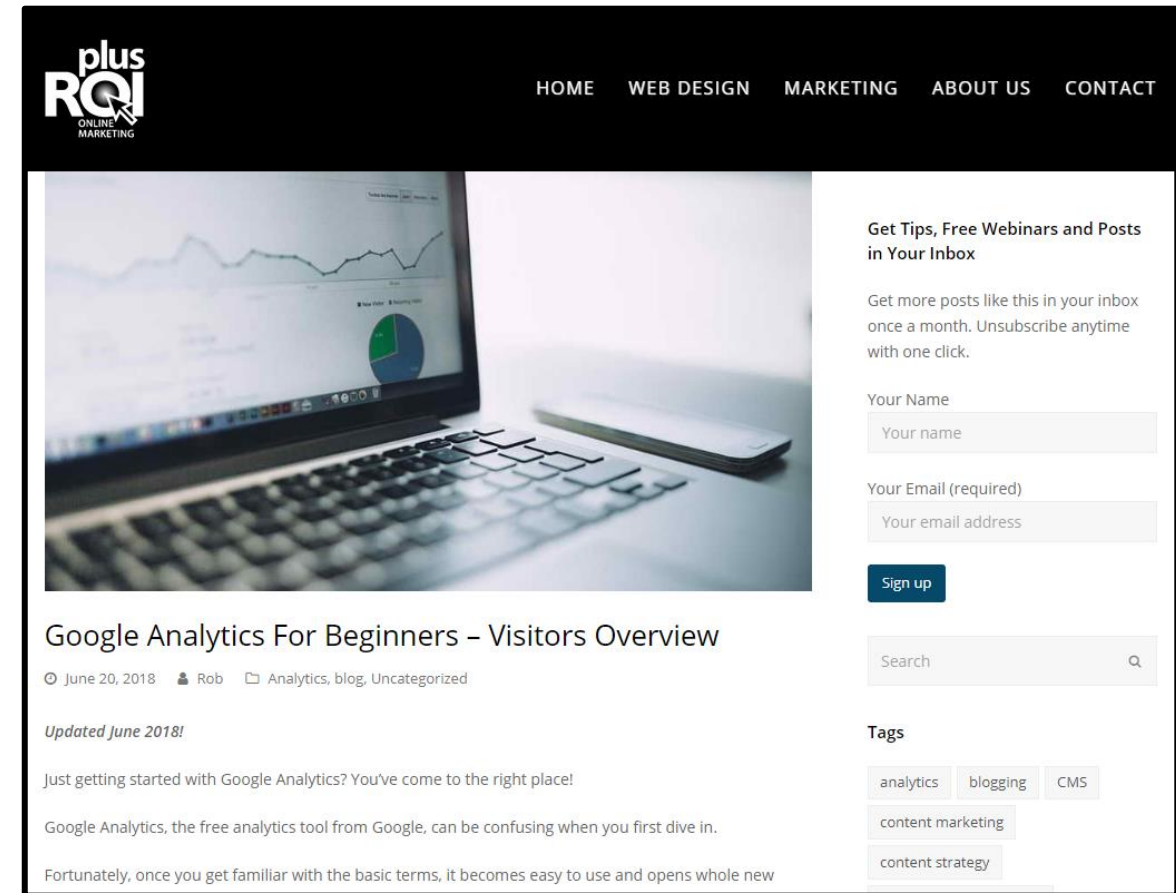
Content – Resources

- Creating a resources section that relates closely to your services can be a big help
- Can include tips, videos, guides, etc
- Can attract people that are “higher in the funnel” and educate them about your brand/services (establishing a relationship before they are shopping for the services)
- Great for SEO



Content - Blog

- Regular, fresh content is one of the biggest factors in SEO
- That said, content alone won't do much for you unless:
 - It's very high quality (people enjoy it and/or derive value from it)
 - You promote it so that people see it and it drives traffic
 - It contributes to your link strategy (not every post needs to do this).

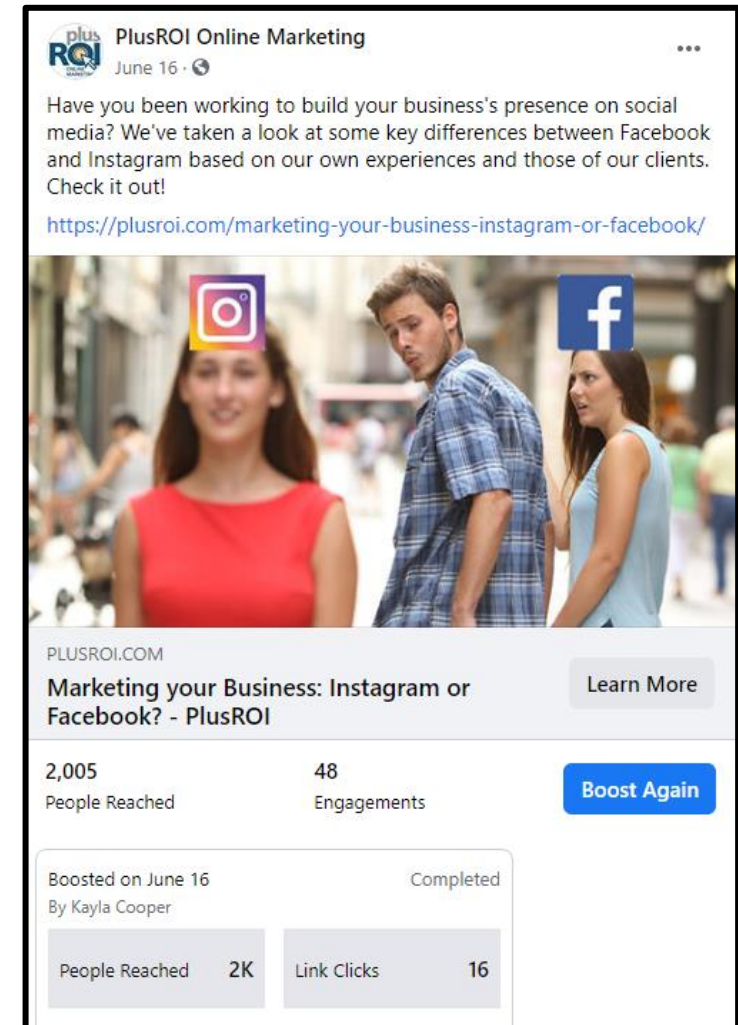


Finding Topics

- Google Search Console to identify low hanging fruit
Getting SOME traffic on a keyword/topic is the best indicator there is you can get MORE traffic.
- Keyword tool to look at different topics of interest
- Google Trends

Engagement / Promotion

- Content that nobody sees is near-useless
- Great organic and paid promotion opportunities in LinkedIn, Facebook, Instagram and other social areas
- Remember, you **NEED** great content if people are going to engage with it (and better yet, share or LINK to it)



plusROI Online Marketing
June 16 · 🌐

Have you been working to build your business's presence on social media? We've taken a look at some key differences between Facebook and Instagram based on our own experiences and those of our clients. Check it out!

<https://plusroi.com/marketing-your-business-instagram-or-facebook/>



PLUSROI.COM
Marketing your Business: Instagram or Facebook? - PlusROI [Learn More](#)

2,005
People Reached

48
Engagements

[Boost Again](#)

Boosted on June 16
By Kayla Cooper

Completed

People Reached	2K	Link Clicks	16
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Engagement & Promotion

- Who?
- Where to reach them?
- Budget and tracking?
 - Cost per engagement
 - Cost per click
 - Other?

Free Webinar: DIY SEO – Your Ongoing SEO Strategy.
Since the start of the crisis we've been hosting free DIY webinars. Join us for our 5th in the series: DIY SEO - Your Ongoing SEO Strategy #webmarketing #seo

Creative name: Tracked DIY-5
Campaign: Engagement - Jul 13, 2020
Creative ID: 90464386 · Sponsored Content · Single Image

1:11 99%

plus_roi
Victoria, British Columbia

Location: Canada
Age: 18 - 65+

People Who Match: Job title: Chief marketing officer, Marketing Coordinator, Vice President of Marketing, Head of Marketing, Marketing Specialist, Digital Marketing Strategist, Digital strategy manager, Director of Sales and Marketing, Marketing Officer, Marketing Assistant, Marketing Consultant, Sales and Marketing Manager or Director Sales and Marketing

View insights

Boost Again

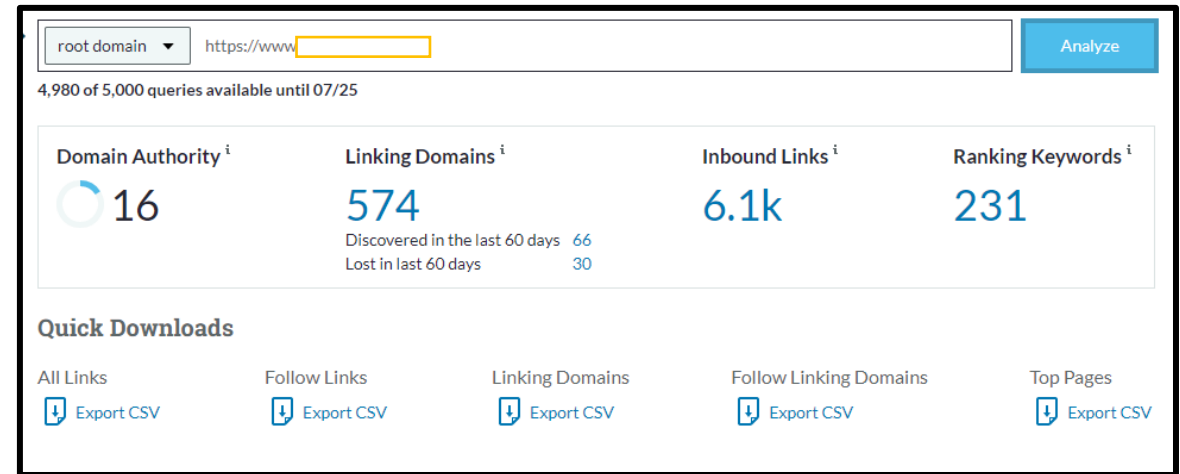
Liked by pr4science and 52 others

plus_roi Have you been working to build your business's presence on social media?... more

June 16

Links

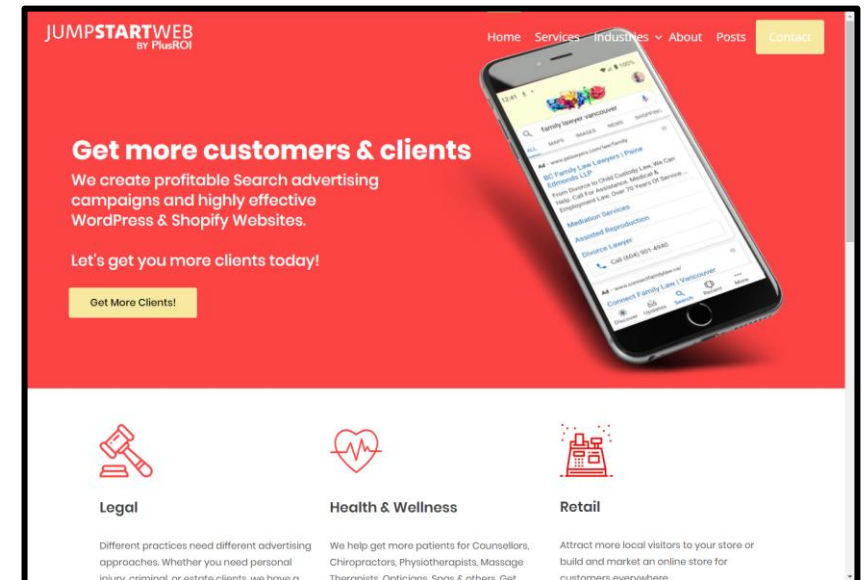
- Ideally a natural by-product of great content + engagement & promotion.
- That said, it pays to address them proactively and strategically.
- You can encourage links to blog or resource content by:
 - Interviewing, quoting or referring to industry influencers, founders, websites etc (who may link to the post)
 - Making sure to promote the content to audiences who will value it and consider linking to it
- Follow vs NoFollow Links
- Do NOT buy links!



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/>
- Send us any questions!



Q&A

- We know some folks will be leaving (so don't hesitate to drop off).
- That said, we'll stay on until all questions are answered!
- If you have to go but want something answered just hit me up:
Rob@PlusROI.com