ALIGN SEO EFFORTS WITH TODAY'S SEARCH

Learn How to Perform Proper Keyword Research, Align Them to Personas and the Buyer's Journey, Then Map Them to Content

1. Ask the Right Questions
2. Gather Your Data
3. Create a Strategy & Plan

# Good SEO Builds a Solid Foundation

ASK THE RIGHT QUESTIONS

- Website Freelancer
- PHP Programmer
- JavaScript Developer
- Front End Coder
- Graphic Designer

- UX Designer
- WordPress Agency
- Marketing Company
- Security Expert
- Hosting Liaison

Who Are You?

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- How do you describe what you do to others?

- How would you describe what you do to your grandmother? Think in nontechnical terms.

- What do you do that your competition does not?

What Do You Do?

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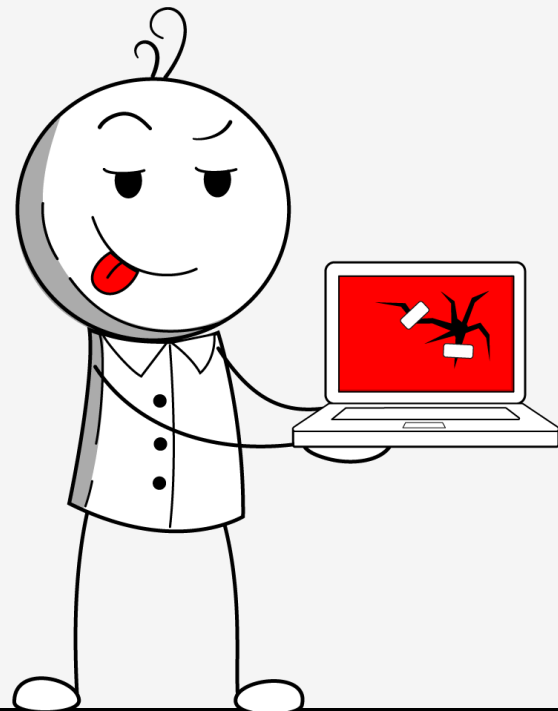
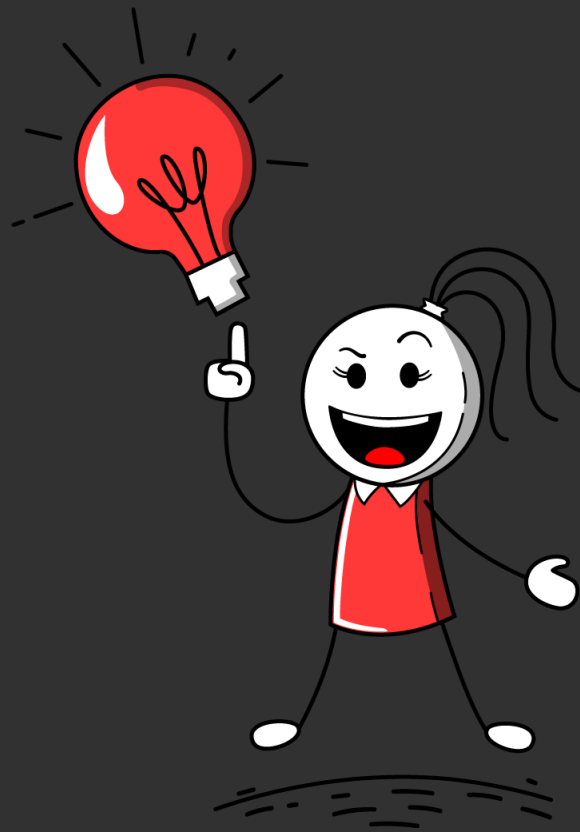|	
Who are you? How do you typically describe this to others?	
Now rephrase the same description as if you are explaining this to your grandmother.	
What do you do differently than your competitors?	
Now read through the above answers and pull out the keywords.	

Who Are You?

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Homework Assignment #1

- Age or gender
- Income level
- Geography
- Professional position, occupation, or department
- Industry
- Business size
- Stage in the buying cycle
- Product or service type or needs
- Customer status

Who Do You Serve?

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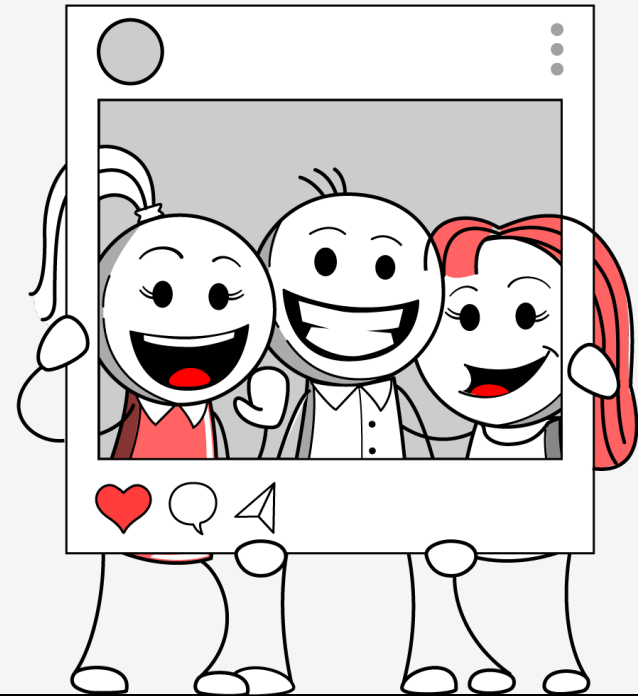
- Fears -> PHP
- Frustrations -> Stock Themes
- Challenges -> Theme Tweaks
- Pain points -> Website Speed
- Problems -> Malware
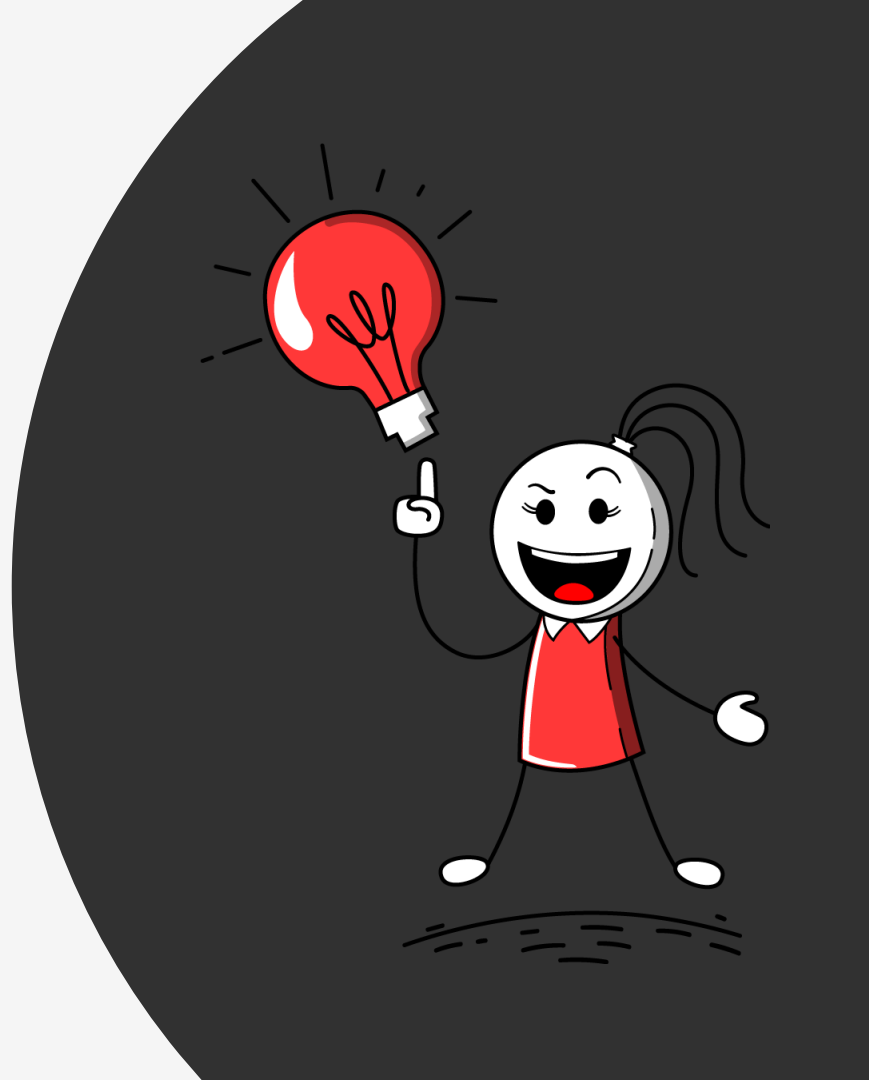- Questions -> How do I...

What Do They Struggle With?

- WordPress Customizations
- Small Business Websites
- Enterprise Microsites
- Scalable WordPress Deployments

How Do You Help Them Solve Problems?

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Homework Assignment #2

	Rachel	Monica	Chandler
Description	Fashionista Blogger	Small Business Owner & Chef	Marketing Manager for Large Company
Drivers & Goals	Website Traffic & Ad Revenue	Local SEO, Website Traffic, Conversions	Deliver to Scope, Budget, & Timing
Challenges	All Things Technology	No Time for DIY	Locating Trusted Technology Partner
Needs	Stock Theme Customizations	Custom Website Design & Build	Scalable Microsite
Purchase Obstacles	Money	Time to Review Proposals	Internal Stakeholder Approval
Suitable Offering	Hourly Consulting	Small Business Website Package	Custom Enterprise Level Website

Persona Worksheet

Rachel's Journey

- **Awareness:** She realizes her logo is broken and needs to be replaced.

- **Consideration:** Thinks about fixing it herself with page builder or new theme.

- **Decision:** Finally gives up and wants to hire someone to fix it right.
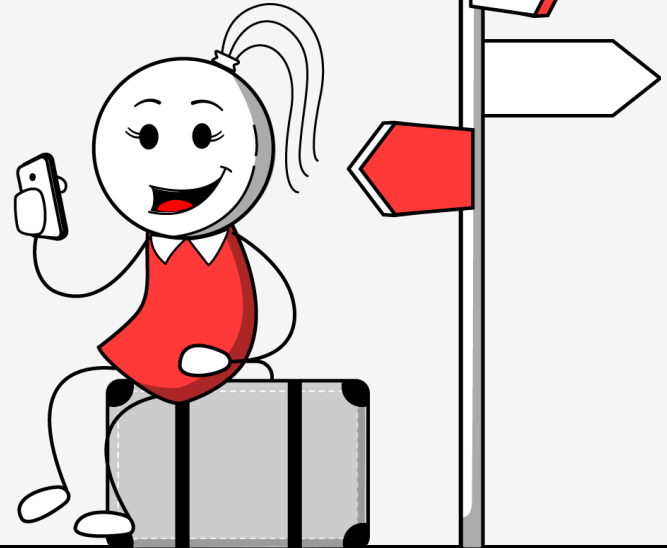
What is the Buyer's Journey?

Rachel's Searches

- **Awareness:** WordPress logo missing, fix website logo, add logo in WordPress

- **Consideration:** Fashion WordPress themes, WordPress page builder

- **Decision:** WordPress developer, Divi consultant, WordPress hourly support

How Do They Use Google Search?

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Homework Assignment #3-5

RESEARCH & GATHER ALL THE NECESSARY DATA

- Google Search Console
- Google Analytics
- Connect GA and GSC for Optimal Data
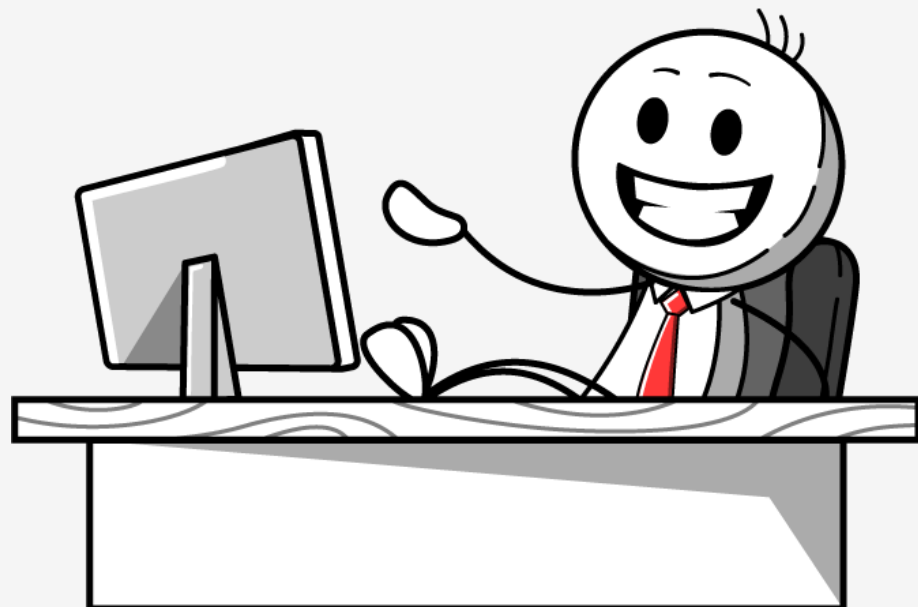
Dig Into Google Reports

- Manual Review
- Source Code
- XML & HTML Sitemaps
- SEMrush
- SpyFu

Dig Into Competitor Data

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Homework Assignment #6

- Email Inquiries

- Prospect RFPs

- Proposals

- Presentations
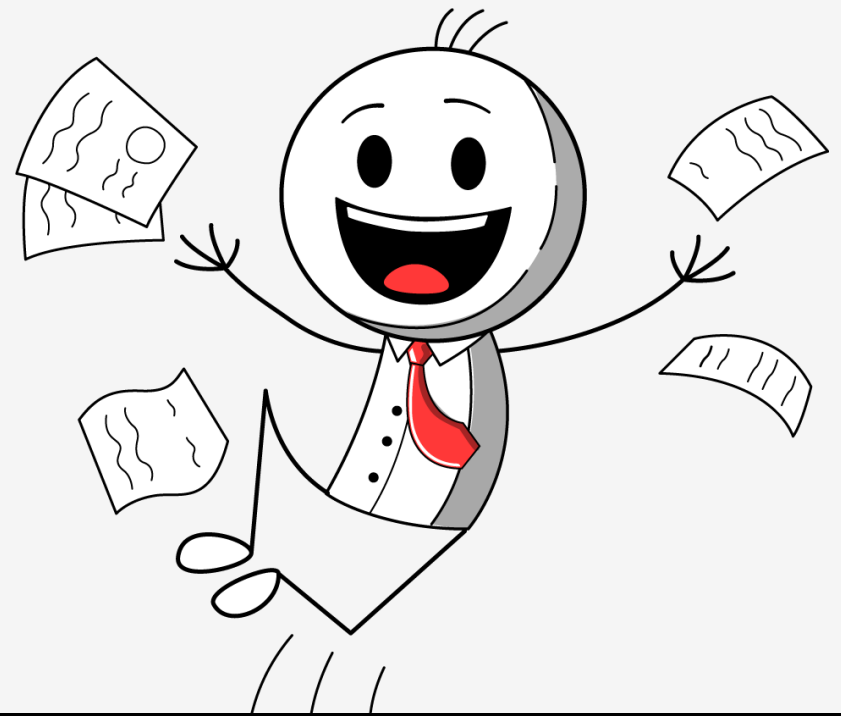
Dig Into Your Own Files

- E-commerce functionality
- E-Commerce wholesale site
- Move from Squarespace to WordPress
- Template customizations
- Web developer
- Leaky paywall installation
- HubSpot to WordPress migration

- BigCommerce to WooCommerce
- Expression Engine to WordPress
- Website with geotargeting
- Landing page development
- X-Theme customizations
- Genesis developer
- PSD to WordPress build

Example Inquiries

- Answer the Public

- Reddit

- Quora

- Facebook Groups

- Support Forums
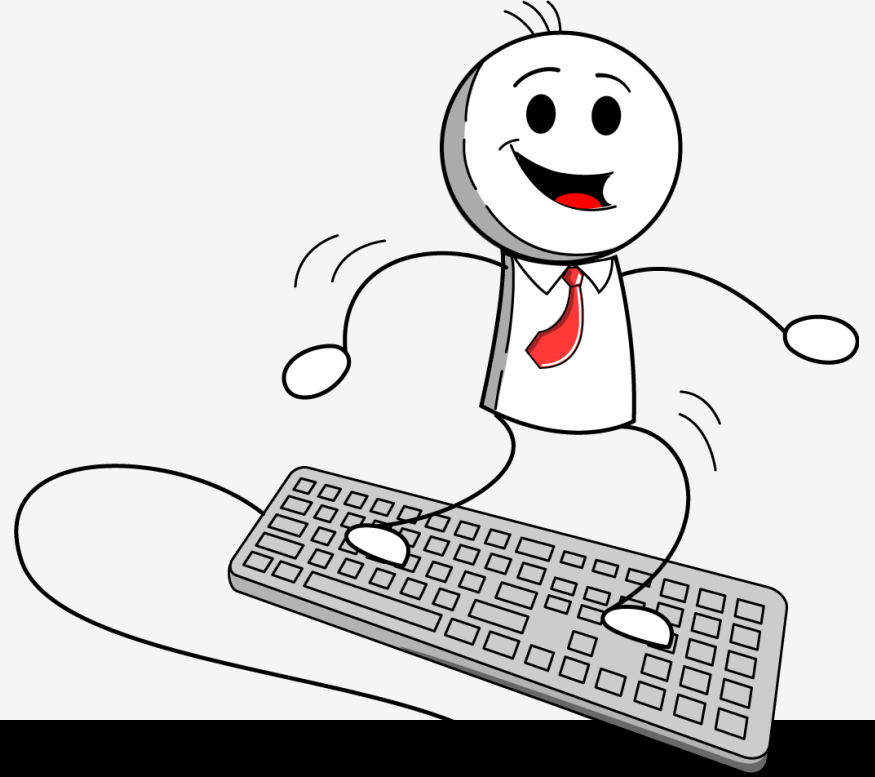
Dig Deeper and Go Wide

- Are WordPress sites secure
- Can WordPress be private
- Can WordPress host videos
- Can WordPress be used offline
- Can WordPress run on Windows
- Can WordPress send emails
- Can WordPress run on nginx
- Can WordPress connect to SQL
- Can WordPress use JavaScript
- Can WordPress post to Instagram
- Can WordPress run on IIS
- Can WordPress work offline
- Can WordPress host podcasts
- Why WordPress is the best CMS
- Why WordPress sucks
- Why WordPress is used
- Why WordPress is better than Wix
- Why WordPress is slow
- Why WordPress is popular
- Why WordPress over Wix
- Will WordPress break my site
- WordPress to static

Answer the Public

- Are there any nofollow plugins for WordPress?
- Is Kajabi as good as WordPress for SEO?
- Is Yoast the best WordPress plug-in for SEO?
- Is Mac or Windows best to create/design a WordPress site?
- How do I manually add keywords (SEO) to WordPress?
- How do I add clickable links on WordPress posts?
- Which is more secure, Joomla or WordPress?
- What's the difference between a clone and a backup of a WordPress site?
- How can I check my traffic on my WordPress website?
- How much does it cost to seek out a domain and keep a WordPress site up for a year?

Quora

- Autocomplete

- People Also Searched For

- Related Searches

- Actual Search Results
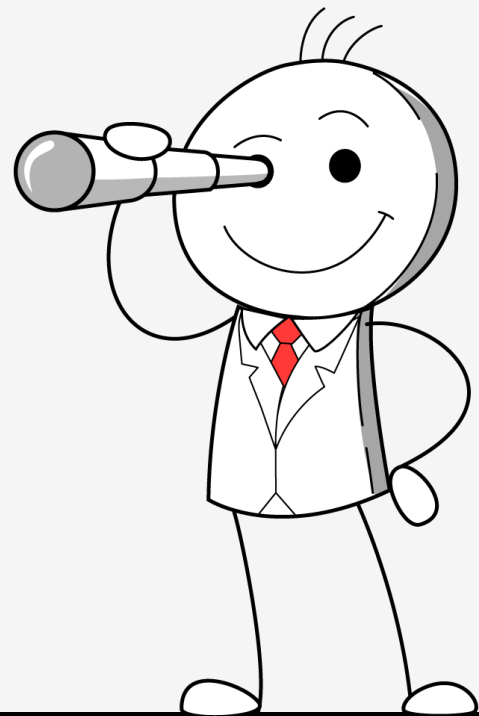
Dig Into Google SERPs

- WordPress development services
- WordPress development agency
- WordPress development environment
- WordPress theme development
- WordPress plugin development
- How to create custom plugin in WordPress from scratch
- How to create custom plugin in WordPress step by step
- Custom plugin development
- How to activate custom plugin in WordPress
- How to create plugin in WordPress with example
- Create WordPress plugin with database

Google Related Searches

- Is WordPress an enterprise CMS?
- What is a CMS WordPress?
- Why WordPress is the best CMS?
- Is Drupal better than WordPress?
- Is Joomla better than WordPress?
- Is Wix or WordPress better?
- Is Wix safer than WordPress?
- Is Wix easier to use than WordPress?
- Is WordPress a good CMS?
- Is WordPress The most popular CMS?
- What percentage of websites use WordPress?

Google People Also Ask

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Homework Assignment #7

- User Intent
- Semantics
- Featured Snippets
- Instant Answers
- Knowledge Panels

Vet Your List With Search

"WordPress Development"

CREATE A STRATEGY & AN ACTIONABLE PLAN

- Search Volumes
- PPC Rates
- Competition
- Trends

Augment Your Seed List

Keyword Phrase	Monthly Search Volumes	Cost Per Click in Google Ads	Keyword Difficulty
WordPress Agency	819	$9.74	33/100
WordPress Developer	12,109	$15.15	33/100
WordPress Development Company	3,032	$4.95	20/100
WordPress Development	11,922	$15.15	33/100
WordPress Expert	1,368	$20.80	37/100
Custom WordPress Development	390	$19.66	30/100
WordPress Development Services	1,408	$9.79	21/100
Genesis Developer	74	$5.06	25/100
Divi Developer	140	$4.55	15/100

Keyword Worksheet

- Current Rank in Google

- Ranking URL

Augment Your Seed List Even More

- Who You Are

- What You Do

- Who You Serve

- What They Struggle With

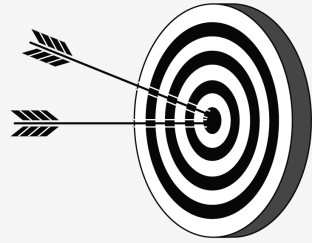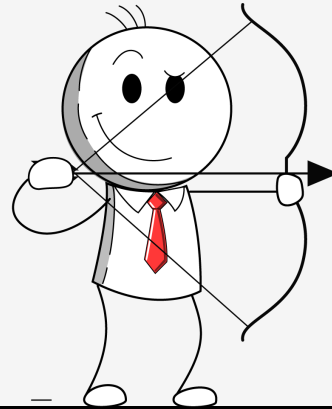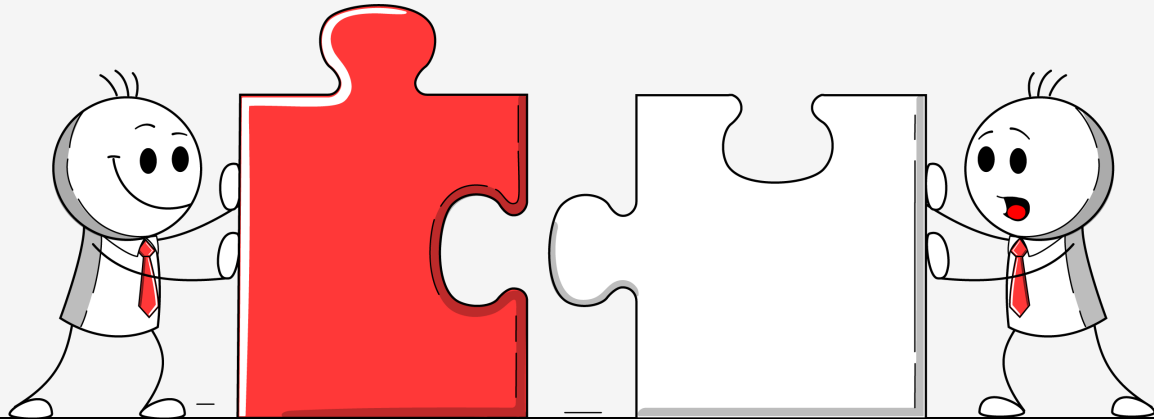- How They Search

Score Your Seed List for Relevance

- Focus on What Really Matters
- Don't Be Greedy
- Don't Overreach
- Establish Must Have Phrases
- Create a List of Secondary Items
- Remove the Crap and Clutter

Prioritize the List

- Existing Content

- New Content

- Supplemental Posts

Map Keywords to Content

Keyword Phrase	Search Volumes	Content	Action Step	Priority
~~WordPress Agency~~	~~819~~	-	-	-
~~WordPress Developer~~	~~12,109~~	-	-	-
WordPress Development Company	3,032	About Page	Update	High
WordPress Development	11,922	Service Parent Page	Create	High
~~WordPress Expert~~	~~1,368~~	-	-	-
Custom WordPress Development	390	Service Child Page	Create	Medium
WordPress Development Services	1,408	Service Parent Page	Create	High
~~Genesis Developer~~	~~74~~	-	-	-
Divi Developer	140	Service Child Page	Create	Medium

Keyword Worksheet

- Set Goals

- Set Dates

- Establish an Editorial Plan
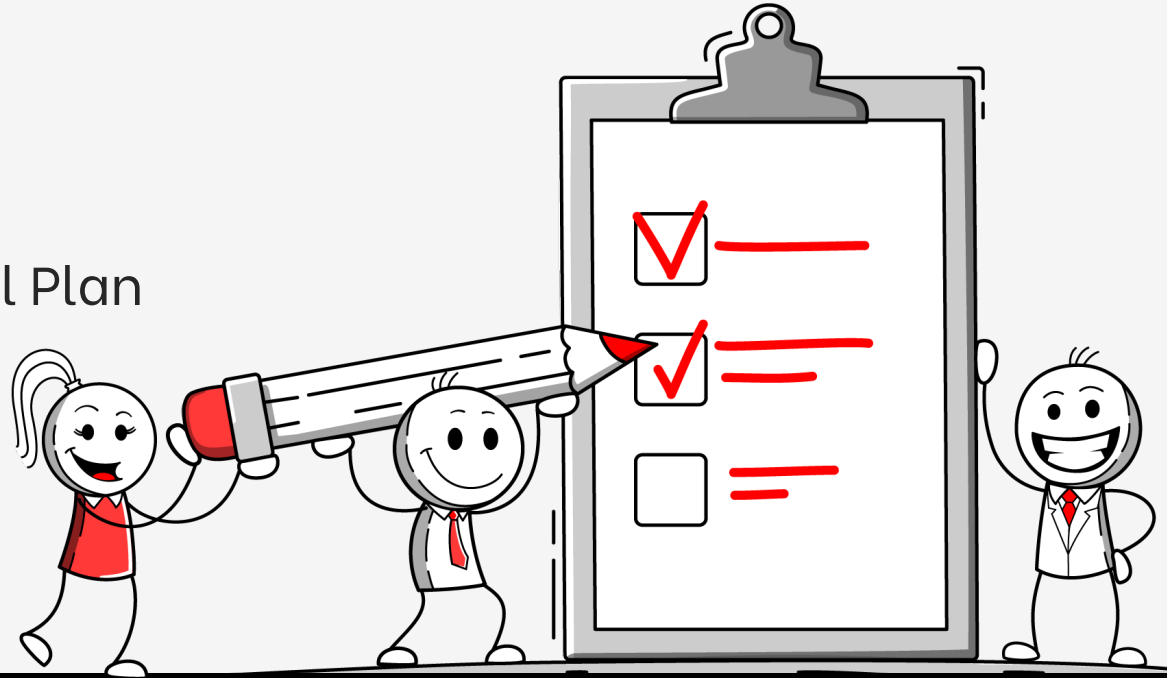
Make Yourself Accountable

- Keyword Universe

- Page One Keywords

- Top URLs for SEO

- Website Traffic

- Conversions

Track Your Progress

TIME FOR QUESTIONS!

THANKS FOR JOINING ME AT #WCUS!

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