

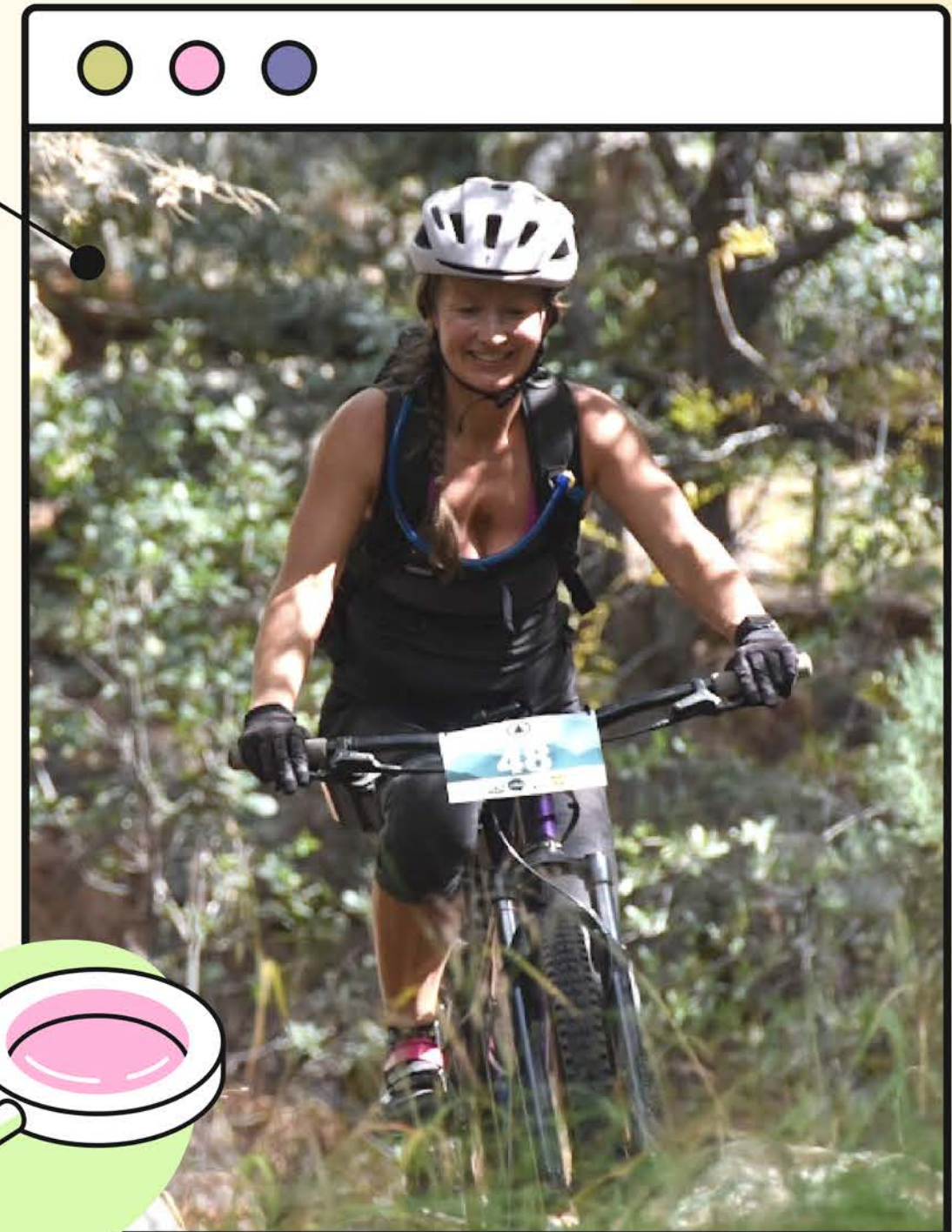


INTRODUCTION

Hi, I'm Britta Larson-Bowers.

Website nerd by day, mom of 3 at night, and when I'm not doing either of those things I'm most likely on my bike or hiking a mountain.

I've been building, managing, and getting websites found for over 20 years. I love a great color palette and geek out over website design.



AGENDA

MEASURE



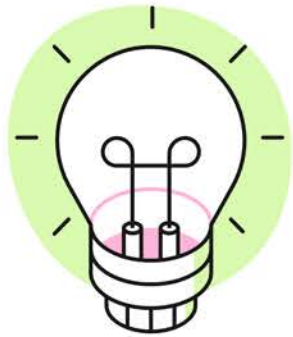
What gets measured gets managed.

TECHNICAL



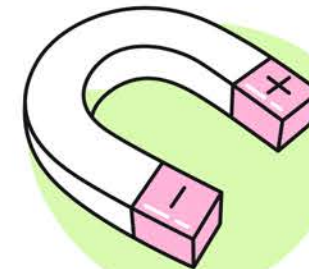
Your website should be a well run machine.

CONTENT



Show your audience that you are an authority.

LINKS



Think of it as online networking.

MONTHLY SEO TASKS

MEASURE

Start out by choosing what you want to measure. What analytics are important to you? Each month you should review your analytics. Look at what sites are sending you visitors, which keywords people use to find your website, and what types of devices &/or locations, depending on your business.

TECHNICAL

It's important to complete a site audit to see what issues your site may be facing. Make sure the organizational structure of your website is tidy and there are no broken links. Check on details such as image titles, title tags, and meta data. Site speed, a security certificate, and a site map are all important technical elements to review monthly.

CONTENT

"Content is king" has been the standard for many years. Review the current content on your website and make sure it's the best it can be, as well as current. Information changes and your website information should be updated. Monthly tasks should include writing new content tailored around keyword phrases you want to target.

LINKS

Last, but not least are inbound links. Think of the links to your website like your networking partners giving you a vote of confidence. If your content is informative and engaging, this should be easy. Monthly tasks should be to review your inbound links and manually request new ones from trusted partners.

RINSE & REPEAT



MEASURE

If you don't know what you are measuring, then how do you know if you are getting where you want to go? Measuring visits to your website may be important, but what might be more important are whether or not those visitors are taking action with your brand.

MEASUREMENT TOOLS



1

GOOGLE SEARCH CONSOLE

Search Console is a great tool to get an overall idea of site health. You can review overall site health, top keyword phrases, and performance. Bonus points for being user-friendly!

2

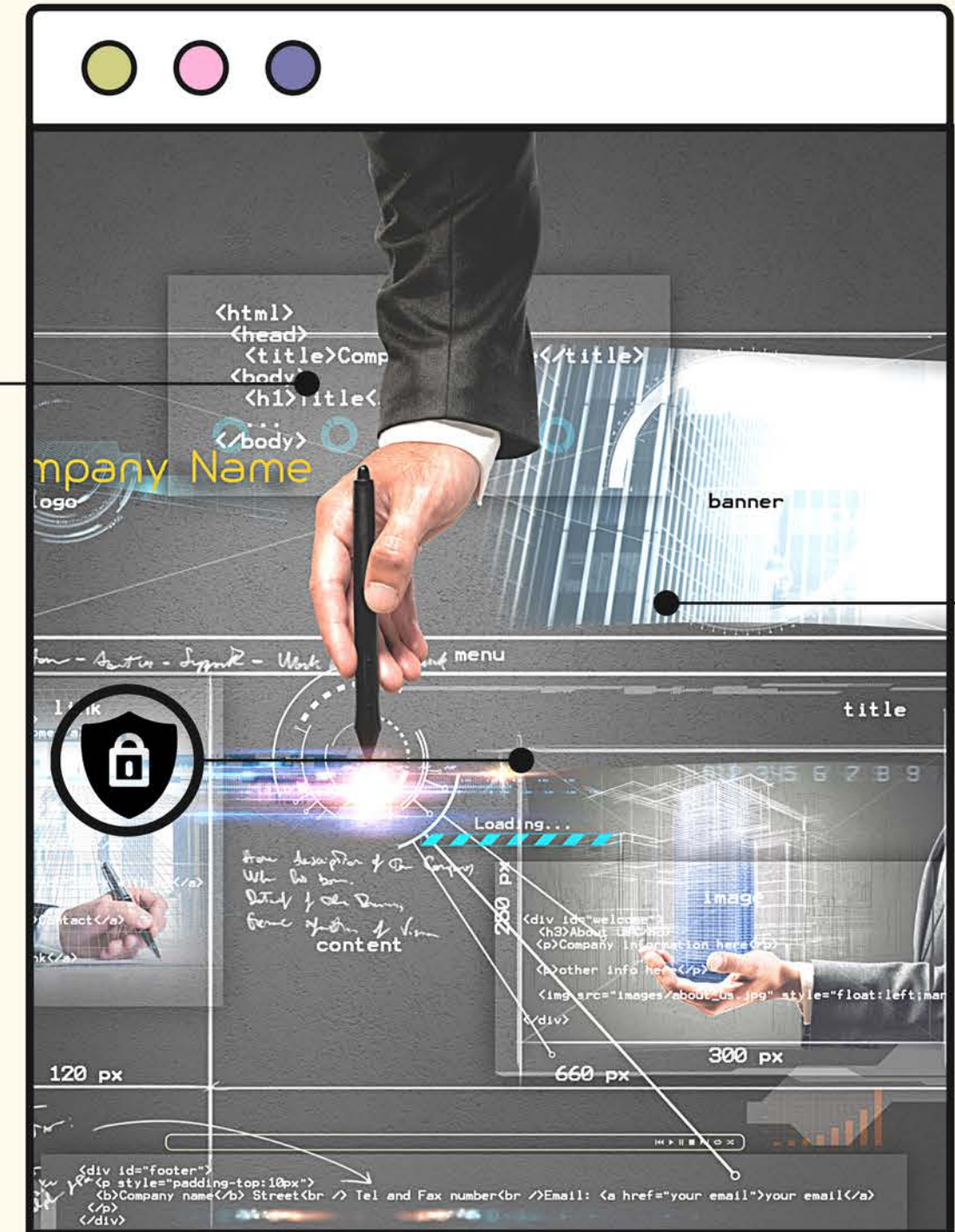
GOOGLE ANALYTICS

It is a deep dive into all things analytics. It's very important to have it installed on even if you don't plan on using all of the features. Right now the push is to move to GA-4 because the current version will be obsolete by the summer of 2023.



TECHNICAL

Even if your website was built correctly in the beginning, issues easily show up over time. This is due to software updates, browser changes, and search engines changing their ranking factors.



TECHNICAL TOOLS



1

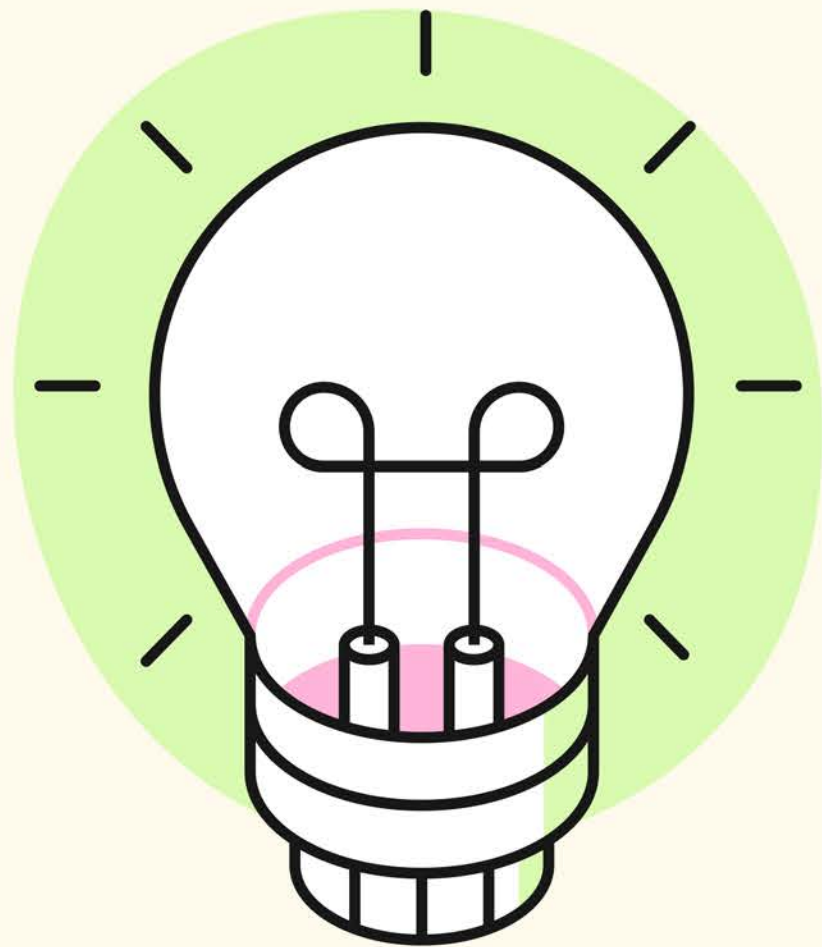
SCREAMING FROG

Screaming Frog is a great tool that you can use for free to do a deep dive of the technical aspects of your website. It will find broken links, meta data, and will create a site map for you.

2

PAGESPEED INSIGHTS

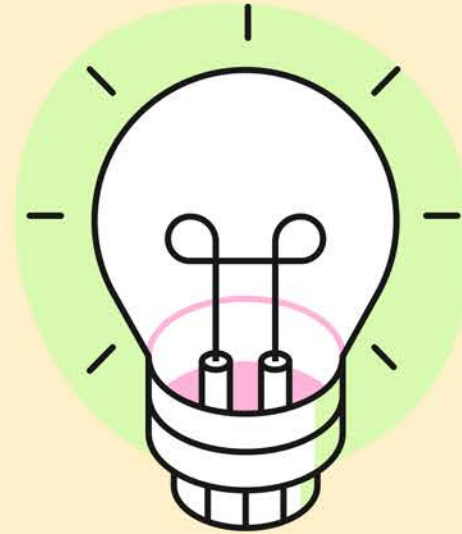
Web.dev has a great free tool for you to analyze your page speed. Google has determined this is an important ranking factor. Things that slow down your site are large images, video, or flashy tools.



CONTENT

Take time to understand your audience, their search intent, and how you can be the authority in your space. Manually run searches to see where your competitors are coming up. Look at related keywords. Really think about why people are searching: Informational, Commercial, or Transactional. Create content surrounding individual keyword phrases and don't over think it - just get content up and adjust later.

CONTENT TOOLS



1

ANSWER THE PUBLIC

A fantastic (& fun!) tool to help create content topics. Add a keyword phrase and the tool creates questions & statements including or is similar to the phrase. Helps brainstorm blog topics.

2

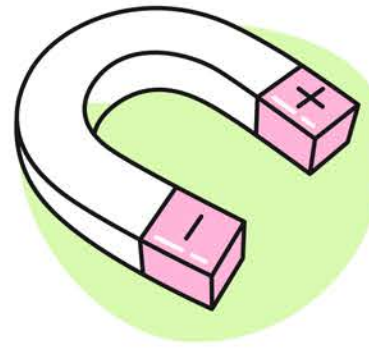
AHREFS KEYWORD GENERATOR

Enter a keyword phrase and get a list of similar keywords that are popular in searches. It includes the volume of searches for each phrase so you can get an idea of how popular it is.

3

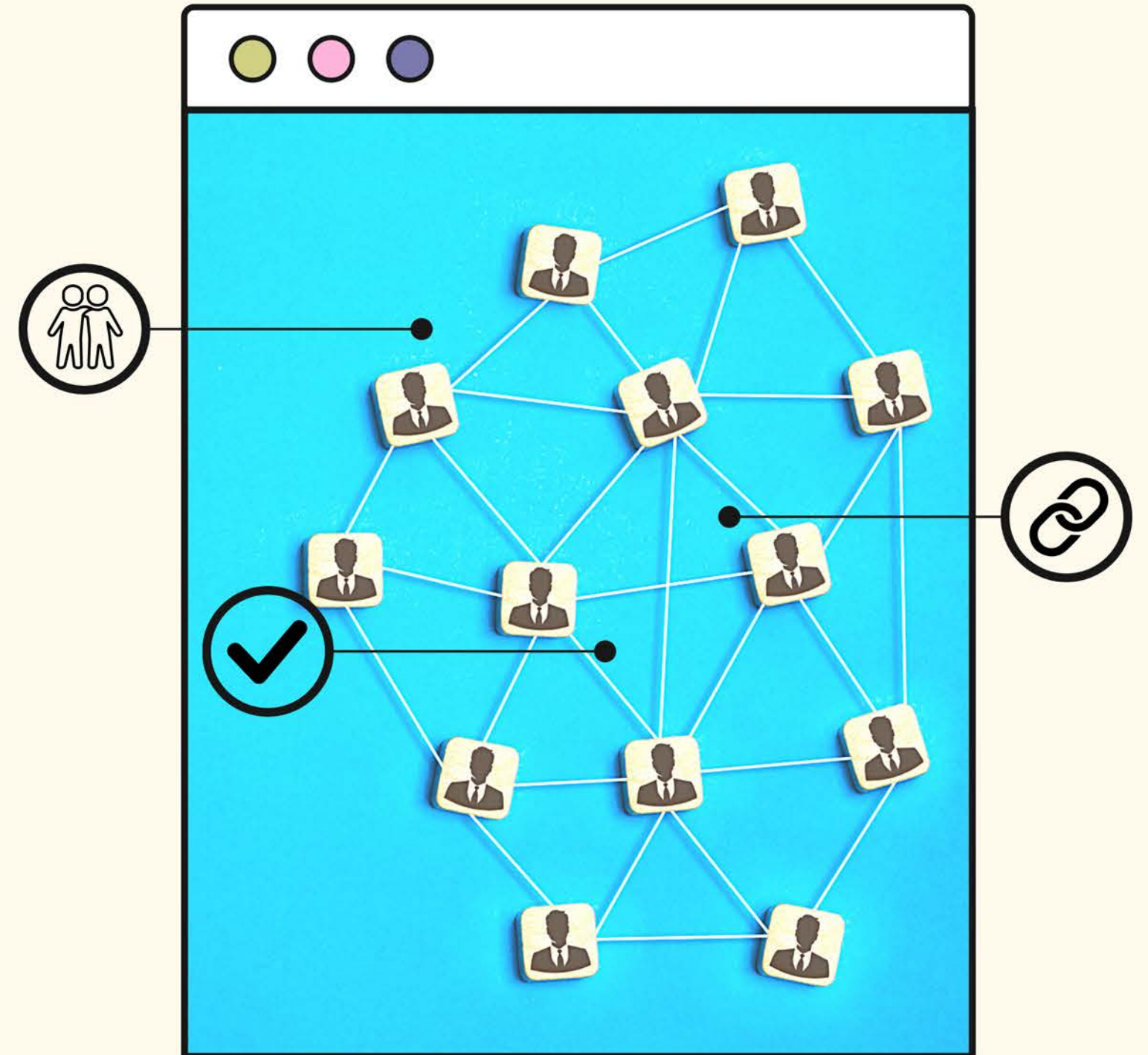
BUILDING A STORYBRAND

A fantastic business book I recommend every business owner read (or listen to). Puts your business messaging in perspective and helps you understand your customer's needs.

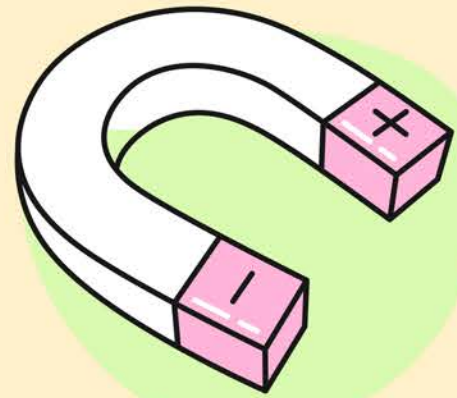


LINKS

Once you have a handle on the other 3 tasks, it's time for link building. Link building can be a manual process of asking for links from colleagues, suppliers, and trade partners. In addition, it can be automated by purchasing a citation package where the business creates and monitors inbound links.



LINK BUILDING TOOLS



1

GOOGLE BUSINESS

Google Business is a fantastic tool for business owners and EVERYONE should create a Google Business account for their business. Add photos to it, link back to your website, and encourage customers to create reviews.

2

PR WEB

PRWeb.com is a fantastic tool for business owners to write their own press releases. For \$100 per press release, you can have the latest distributed to hundreds of websites. Don't forget to include a link back to your site within the press release!

3

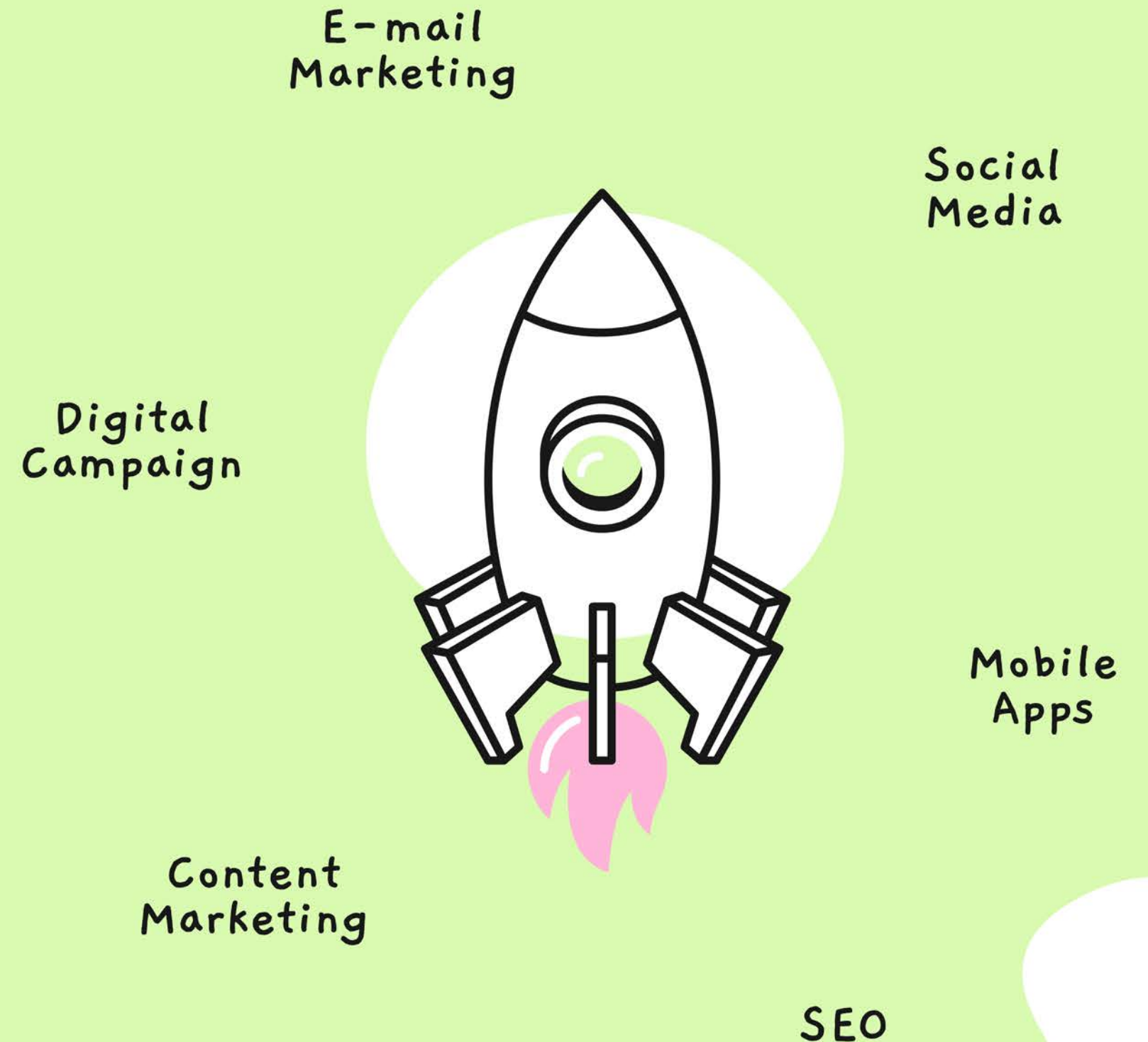
BRIGHT LOCAL

Bright Local is one of many tools that provide you the opportunity to distribute your business information to directories across the internet. Not only does this create inbound links to your website, but if you have a change of address, you can manage it in one place.

YOUR ONLINE MARKETING PLAN FOR SUCCESS

Search engine optimization is one piece of online marketing puzzle. Depending on your industry and your specific goals, your puzzle will look different from other business owners.

Remember that search engine optimization is a slow process. The competition is great and search engines do not favor the "new gals". While building up your credibility; social media, email marketing, and other marketing campaigns can be very effective tools in getting your business found by your ideal customers.





THANK YOU



IdeaThree.com



Britta@IdeaThree.com



@IdeaThree



Britta Larson-Bowers

Slides can be downloaded at
ideathree.com/seo-tasks

