

SEO Guide

“What agencies never want you to know!”

This Guide will walk through some amazing tools and insider information to help you understand and implement better Search Engine Optimization for your website.

“We can add multiple SEO keywords for \$89 per month!”

#1 thing agencies don't want you to know- Yoast SEO plugin for WordPress is only an annual \$89 fee that they like to charge monthly service for! (multiple keywords allowed for organic SEO)

What is SEO?: Keyword and content that enables search engines (Google, Yahoo, Bing, Facebook, Twitter, YouTube, IG, TikTok, and other consumer based platforms) to find your website.

Variables & Solutions:

1. People search differently every day based on what they need in that moment
 - a. Your SEO needs to adapt with the trending searches on the platforms you are using to advertise or organically market to.
2. Some industries do not change: Ex “Pool Cleaning Service” does not need to be changed, Restaurants with specials and new items must understand what their consumers are searching for and create the content and keywords that will help the internet connect the dots.

Organic SEO Vs Paid SEO

Organic SEO: “You need this to keep your rank when you don't spend advertising money”

- Updated once per quarter
- Monitored Monthly
- Long Term Stable Result
- Works even when no advertisement is used

Paid SEO: “You use this to dominate your region, industry or close competition”

- Targeted and Instant Increase in Traffic
- Multiple Platform Capability
- Results Driven Analytics

Finding The Trend's

- Type in this to your web browser- Trends.Google.Com You're welcome!
- IG #'s By Trending Volume (Sometimes IG will show you how many times a word is used in posts via hash tagging).

How to Fill out the necessary items in your websites-

(If your site does not have this, you need different hosting & Serving!)

Keyword- A target word that is highly searched or used to find your product and service- This should be a highly searched word or phrase on the platform of choice. Example “Latin Restaurant”

SEO Title- This is what is used and seen by customers that will rank your site higher than competitors. A target keyword is the foundation Example “Dominick's Latin Restaurant now serving Orlando Florida”

Meta Data Description- This should use Keywords and provide a more in-depth concept of your product or service. Example “If you are looking for a Latin Restaurant, head into Dominick's in Orlando Florida and experience real Latin flavor!”