

# COURSE WORKBOOK:

## Google SEO Masterclass: Start Ranking Higher with Better SEO



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## TO-DO LIST

RESEARCH & ROADMAP  
CREATE & OPTIMIZE  
BUILD TRAFFIC & SHARES

- Download our course workbook.
- Find your keywords.
- Schedule a time & day every week to post new content.
- Review your hosting options to ensure top speed.
- Go through your homepage and sites main pages = ensure all images have been resized and compressed.
- Ensure caching is enabled on your website. If using WP, install a caching plugin.
- Test your site on pingdom.com and Google pagespeed insights to find what still needs tweaking (focus on load time).
- Enable a CDN on your website.
- Begin sharing 3-5 “appetizer posts” to social for each piece of content you create. Go back and do the same for any awesome content you have already created.
- Add Social Share Buttons + Pin It Button to your website.
- Optimize the title, tags, url, keywords and image tags for ALL your existing posts.
- Decide on a balance of SEO strategies and user experience.

- Add heading tags with your main target keywords .
  - Update your homepage to include keywords in your text.
  - Add your address/ target locations to the footer bar.
- 
- Create 3 highly targetted, share-wrothy guides, resources or posts.
  - For the next 7 days, post helpful answers / content 1-2 times per day on forums, fbook groups, Reddit, pinterest, etc.
- 
- Enable https on your website.
- 
- Create a Google analytics account.
  - Setup Google analytics in your website.
  - Connect your site to Google search console.
  - Submit your sitemap to Google.
  - Submit your sitemap to other search engines.
- 
- Register and verify your business in My Business by Google.
  - Update your Google business listing with all your information, best images, services, and keywords.
- 
- Contact all your previous happy clients to wish them well and request a Google review.
  - Message or text 20-30 of your friends and family.
  - Post to ask for reviews on fbook / social media.
- 
- Add new portfolio images monthly.
  - Create posts to new content on your website.
  - Respond to all Google reviews (good or bad!).

- Continue to request new reviews from clients.
- Find three to five keywords you want your site target.
- Create one page for each keyword you want to rank for (cornerstone content).
- Write a well-written, long-form article for each.
- Research and list 12 related articles that would support each page.
- Create a network of sub posts - link with the main post.
- Optimize all cornerstone content & supporting articles for keywords, heading tags, urls, metadescriptions, etc.
- Brainstorm 5-10 ways you can begin using video right now in your unique business.
- Create your first video.
- Use Ubersuggest and ahrefs backlink checker to get an estimate of how many backlinks you need for your target keywords.
- Head to whitespark and create your local citation backlinks.
- Search for local directories, clubs & memberships in your city, state or industry where you can add a profile and backlink. Aim for 10-20 backlinks.
- Research 5-10 smaller bloggers who cover the kinds of topics your business relates to
- Reach out with a genuine compliment, then offer something that helps them.
- Search for forums and groups where your clients hang out.

- Aim for 15-20 comments with your website link inside your comment or in your profile info.
- Create pins from your cornerstone content - research popular pins and articles to create something new or better that targets your ideal customer!
- Share your story / feedback on this course for a backlink.
- Make a list of other blogs, resources, services or gear that you love.
- Reach out and share your story through an email or comment!
- Please, rate the course and share your feedback!

# INTRODUCTION

*SEO stands for “search engine optimization.”  
= showing up on Google*

## Course Outline

- Understanding SEO and Factors
- Create a Ranking Game-plan
- Tweaking Your Existing Website for Low Hanging Fruit
- Quick Win: Ranking on Google Maps & Google Business
- Creating Content that Ranks - Secret Weapon: Youtube
- Backlinking Building & Building Your Website Authority

## End Goal

The Most Effective Strategies in as Concise and Efficient a Manner Possible

## Disclaimer

SEO takes time & work!

# **MODULE: UNDERSTANDING SEO**

## SECTION: UNDERSTANDING SEO

- *SEO Essentials: Understanding SEO*
- Find Your Keywords
- Site Age
- Active Content
- Load Times
- Social Shares & Engagement
- Post & Page Optimizations
- Homepage Optimizations
- Generating Traffic
- Adding Security and Https
- Setup Analytics & Submit Your Sitemap

Space for your personal notes:

## SEO ESSENTIALS: UNDERSTANDING SEO

Ranking = Trust = Authority + Relevance

### Authority

whether Google thinks you are an expert, you are a business with credibility, you exist for a while, etc.

### Relevance

whether or not the term that is being searched for it lines up with your business or website

**10 factors** Google looks at when determining authority and relevance:

- Site Age
- Active Content
- Load Times
- Backlinks
- Social Interaction
- Search Relevance
- Traffic
- Security
- Direct Google Searches
- Click Through + Bounce Rate

STEP 1

### Research & Roadmap

- Desired Keywords  
(Search Terms)
- SEO Friendly Web Design
- Content Gameplan

STEP 2

### Create & Optimize

- Viral Worthy Content
- Optimise Content For Search

STEP 3

### Traffic & Social Shares

- Get People Interacting
- Build Valuable Backlinks
- Complete the Cycle

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Create your keyword list!

### UBERSUGGEST

- free
- easy to use
- metrics (not totally accurate):
  - search volume
  - SEO difficulty
  - paid difficulty
  - CPC
- keyword ideas

## FIND YOUR KEYWORDS

The screenshot shows two pages from the Ubersuggest tool. The top page is the 'Keyword Overview' for the query 'kelowna wedding photographer'. It displays search volume (20), SEO difficulty (19, labeled 'EASY'), paid difficulty (19, labeled 'EASY'), and cost per click (CPC) at \$0.00. The bottom page is the 'Keyword Ideas' section, showing 9 suggestions. The table lists the following data:

Keyword	VOL	CPC	PD	SD
kelowna wedding photographer	20	\$0.00	19	19
kelowna wedding photographers	20	\$0.00	19	19
kelowna wedding photography prices	10	\$0.00	43	18
kelowna wedding photography	10	\$0.00	14	18
affordable wedding photographer kelowna	0	\$0.00	1	4
best kelowna wedding photographers	0	\$0.00	1	4
downtown kelowna wedding photography	0	\$0.00	1	4

Buttons at the bottom allow for 'EXPORT TO CSV' and 'COPY TO CLIPBOARD'.

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## FIND YOUR KEYWORDS

Google SERP

- the top 100 urls that rank for the keyword when searching in Google

backlinks

- idea of how many backlinks do you need to start ranking
- either in Ubersuggest itself by clicking on a website or by Ahrefs.com

### Keyword Creation Template:

Your Suburb + City + Business Topic  
 Your City + Business Topic  
 Your Region + Business Topic  
 Your State + Business Topic

Business topic + Your Suburb  
 Business topic + Your City  
 Business topic + Your Region

# SITE AGE

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Space for your personal notes:

### Option 1: Wait

### Option 2: Buy an aged domain

- to get it from somebody you know or you can connect with  
(e.g. post a request to several local and field-connected Facebook groups)
- domain auction websites - expired domains currently for sale  
(e.g. [Go Daddy Auctions](#))
  - › find one with suitable name (e.g. not personalized)
  - › search for the ones with better estimated value
  - › check the backlinks on [Ahrefs.com](#)
  - › check the history of the website on [archive.org/web](#)

<input type="checkbox"/>	<input checked="" type="checkbox"/>	photography.group	0	-	-	€2,721 *	USD\$ <input type="text"/> Offer \$1,949 or more or <a href="#">Buy Now</a> for \$2,999 *	77D 6H
<b>Best Match</b>								
<input type="checkbox"/>	<input checked="" type="checkbox"/>	photography.bid	0	-	-	€906 *	<a href="#">Buy Now</a> for \$999 *	83D 0H
<input type="checkbox"/>	<input checked="" type="checkbox"/>	trphotography.com	0	11	€2,038	€11 *	USD\$ <input type="text"/> Bid \$12 or more	3D 11H
<input type="checkbox"/>	<input checked="" type="checkbox"/>	catholicphotography.com	0	4	€1,415	€11 *	USD\$ <input type="text"/> Bid \$12 or more	6D 9H
<input type="checkbox"/>	<input checked="" type="checkbox"/>	photographypartners.com	0	30	€1,300	€11 *	USD\$ <input type="text"/> Bid \$12 or more	2D 6H
<input type="checkbox"/>	<input checked="" type="checkbox"/>	littlerockphotography.com	0	1	€1,240	€11 *	USD\$ <input type="text"/> Bid \$12 or more	8D 9H
<input type="checkbox"/>	<input checked="" type="checkbox"/>	notjustphotography.com	0	1	€1,229	€7 *	<a href="#">Buy Now</a> for \$8 *	10H 31M
<input type="checkbox"/>	<input checked="" type="checkbox"/>	photography3.com	0	3	€1,217	€11 *	USD\$ <input type="text"/> Bid \$12 or more	6H 37M
<input type="checkbox"/>	<input checked="" type="checkbox"/>	saratogaphotography.com	0	-	€1,175	€11 *	USD\$ <input type="text"/> Bid \$12 or more	7D 10H
<input type="checkbox"/>	<input checked="" type="checkbox"/>	premiumseniorphotography.com	0	7	€1,141	€9 *	<a href="#">Buy Now</a> for \$10 *	8H 23M
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ownphotography.com	0	11	€1,139	€11 *	USD\$ <input type="text"/> Bid \$12 or more	6D 9H
<input type="checkbox"/>	<input checked="" type="checkbox"/>	lolaphotography.com	0	-	€1,130	€11 *	USD\$ <input type="text"/> Bid \$12 or more	3D 6H
<input type="checkbox"/>	<input checked="" type="checkbox"/>	photographytrack.com	0	2	€1,121	€11 *	USD\$ <input type="text"/> Bid \$12 or more	6D 9H
<input type="checkbox"/>	<input checked="" type="checkbox"/>	nc500photography.com	0	-	€1,108	€11 *	USD\$ <input type="text"/> Bid \$12 or more	1D 7H

Backlink profile for [trphotography.com](#)  
Domain with all its subdomains

Domain Rating	Backlinks	Referring domains
0.4	15	9
86% dofollow	86%	88% dofollow

Top 100 backlinks | Top 5 anchors | Top 5 pages | One link per domain

Referring page	DR	UR	Referring Domains	Traffic	Anchor and backlink
<a href="#">Sabine Hossenfelder: Backreaction: A View from the Stratosphere</a>	62	15	6	0	content of the Southern Alberta Balloon Launch Experiment goes back to Tony Rafaat , a photrapher based in Hanna, Alberta, Canada. The experiment
<a href="#">backreaction.blogspot.com/2007/09/view-from-stratosphere.html</a>					<a href="#">www.trphotography.com/nature.html</a>
<a href="#">FreePhotoGallery : Photography Directory and Photography Search Engine</a>	56	10	0	0	IMAGE Preview by Thumbsshots.com
<a href="#">Rafaat, Tony</a>					<a href="#">www.trphotography.com</a>
<a href="#">www.freephotogallery.info/links/rafaat_tony-15200.html</a>					
<a href="#">1 calgary wedding photography online</a>	23	8	0	0	TR Photography: Calgary Wedding photography, family portraits, anniversary photos, nature, travel, and other special ...
<a href="#">www.tawg.com/wedding/calgary-wedding-photography.html</a>					<a href="#">www.trphotography.com</a>
<a href="#">- Tony Rafaat Photography Ltd. - Wedding Photographer in Edmonton, Alberta</a>	24	7	0	0	TR Photography: Wedding Photographer in Edmonton, Alberta
<a href="#">a Wedding Director</a>					<a href="#">www.studiolocator.com/studios/studio2171.html</a>
<a href="#">www.studiolocator.com/go.php?id=2171</a>					
<a href="#">www.studiolocator.com/redirect_to.php?id=2171</a>					
<a href="#">www.studiolocator.com</a>					
<a href="#">www.trphotography.com</a>					

Want to try Ahrefs? Start a 7-day trial for \$7.



**TR Photography Limited**  
"Images with Impact"

Calgary, Alberta

Introduction Galleries Pricing Contact Us

# ACTIVE CONTENT

## SECTION: UNDERSTANDING SEO

- SEO Essentials: Understanding SEO
- Find Your Keywords
- Site Age
- **Active Content**
- Load Times
- Social Shares & Engagement
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Space for your personal notes:

1 post a week for 6 months = incredible results schedule a time&day!

Note: if local business = target locations specific keywords

Content ideas:

- [Ubersuggest](#) > content ideas
- [Pinterest](#)
- Ideas can be rework to any type of business  
(e.g. 50 mistakes every bride makes = 50 mistakes every kayaker makes)
- Produce your own content
- Do not copy the content
- Reword, rewrite
- Compile

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Space for your personal notes:

## LOAD TIMES

### 1. Hosting

- websites are hosted, or stored, on special computers called servers
- the faster the hosting > the better the loading time for a user > delivers content fast > the better ranking

#### [SiteGround](#)

- recommended hosting by Ryan
- note: some site builders like Squarespace include their own hosting and do not allow other hosts

### 2. Image Sizes

- resize images properly for web
  - › in general: image for the web do not have to be bigger than "width=1600px"
  - › aim for image width of 1200 to 1600 pixels
- Mac: Open Image Preview > Adjust Size > change Width to 1600px
- Browser: Online Image Resizer + Image Compressor (getting smaller without losing a visible quality)
- Wordpress: Plugin (Smushit) > will resize and compress uploaded images automatically
- optimize especially the images on your main pages (home page and menu pages)

### 3. Caching

- Wordpress: Plugins (e.g. WP Fastest Cache, WP Super Cache, W3 TotalCache, etc.)

### 4. CDN

- content delivery network or content distribution network
- a geographically distributed network of servers = increasing global availability of content

CDN Setup in SiteGround:

Login > My Accounts > go to cPanel > Login > Cloudflare (Site Improvement Tools) > Activate

# LOAD TIMES

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### Website Speed Test

Pingdom

### Google PageSpeed Insights (Desktop + Mobile)

- load time under 2 seconds is good, under 1 second is great
- without caching = the loading speed dropped down about 0,4s, which is significant (tested by Pingdom)
- both sites suggest what to do to improve page performance

**Your Results:**

Performance grade	72
Page size	2.7 MB
Load time	1.68 s
Requests	66

**Improve page performance**

GRADE	SUGGESTION
F 0	Use cookie-free domains
F 1	Add Expires headers
F 12	Compress components with gzip
E 60	Reduce DNS lookups
C 72	Make fewer HTTP requests
C 80	Avoid URL redirects
A 100	Avoid empty src or href

**Field Data** — Over the last 30 days, the field data shows that this page has a **Slow** speed compared to other pages in the [Chrome User Experience Report](#). We are showing the **75th percentile** of FCP and the **95th percentile** of FID.

Metric	Value
First Contentful Paint (FCP)	3.6 s
First Input Delay (FID)	17 ms

**Lab Data**

Metric	Value
First Contentful Paint	1.4 s
First Meaningful Paint	1.4 s
Speed Index	2.5 s
First CPU Idle	1.6 s
Time to Interactive	2.0 s
Max Potential First Input Delay	110 ms

**Opportunities** — These suggestions can help your page load faster. They don't **directly affect** the Performance score.

Opportunity	Estimated Savings
Reduce server response times (TTFB)	0.72 s
Remove unused CSS	0.44 s
Avoid multiple page redirects	0.38 s
Serve images in next-gen formats	0.16 s

**Diagnostics** — More information about the performance of your application. These numbers don't **directly affect** the Performance score.

Diagnostic	Value
Serve static assets with an efficient cache policy	5 resources found
Avoid chaining critical requests	11 chains found
Keep request counts low and transfer sizes small	45 requests • 2,179 KB

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## SOCIAL SHARES & ENGAGEMENT

Create **shareable** content relevant to your target audience!

Ideas: tips, tricks, tutorials, lists, contests, locations

Social Media:

- social media = appetizer
- give people a reason to visit
- share your session and convince people to get to your website, do not share the whole content
- share/promote your session multiple times

Website:

- website = main meal
- give people a reason to interact
- Wordpress plugins:
  - › Social Media Share Buttons - will add the option (buttons) to share any post to social media like Facebook, pinterest, twitter, etc.
  - › Pinterest Pin It Button

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Space for your personal notes:

## POST & PAGE OPTIMIZATIONS

Content relevance (keywords > few key things needed to do for every post):

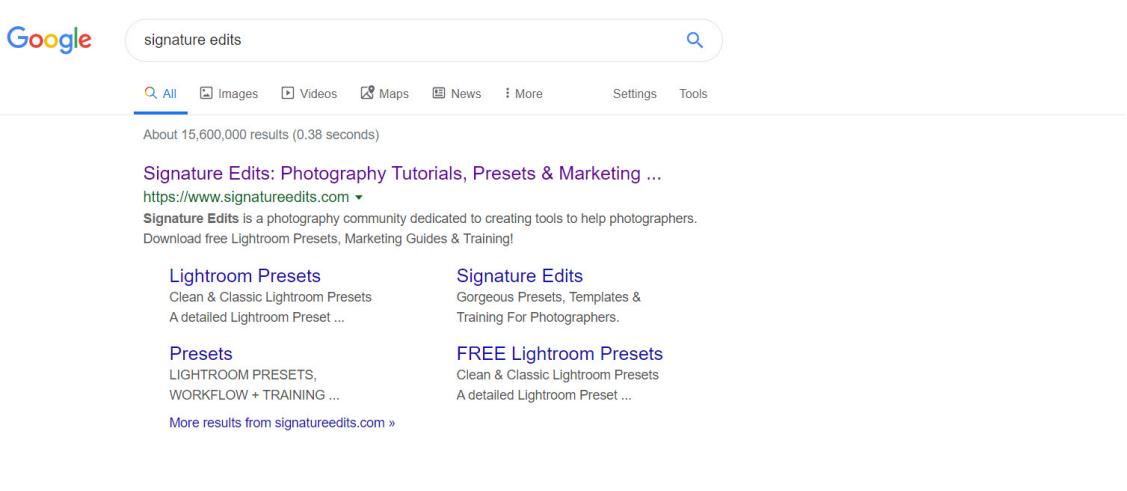
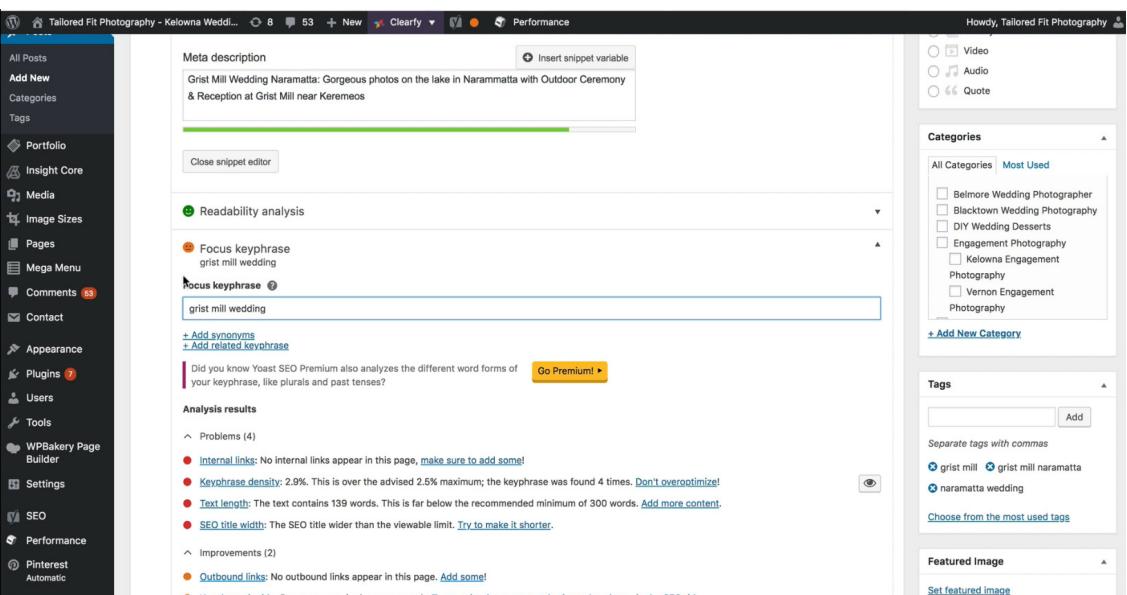
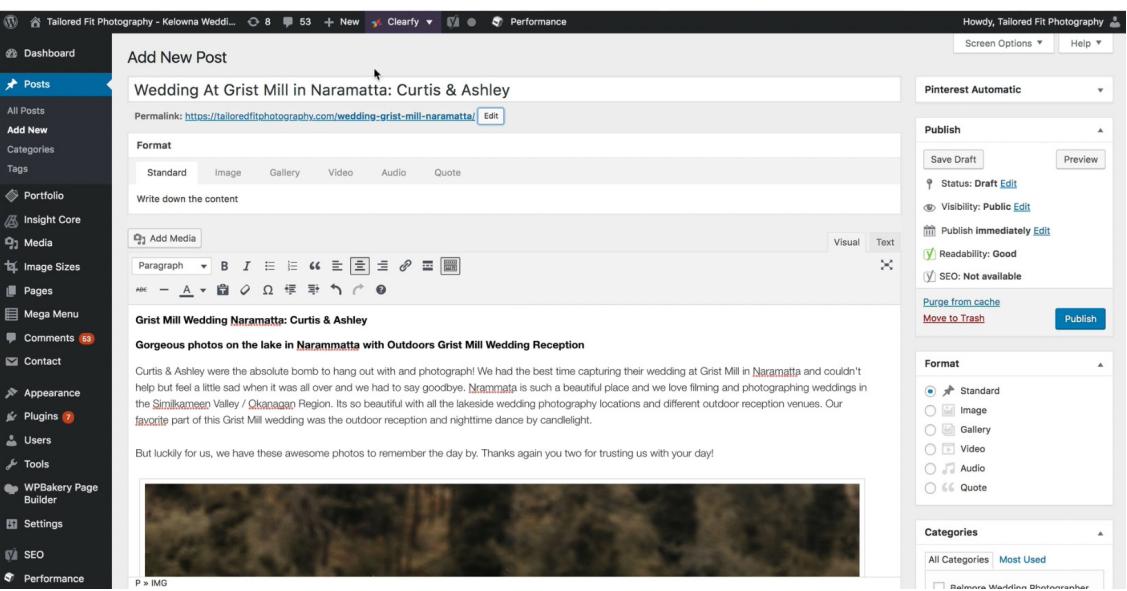
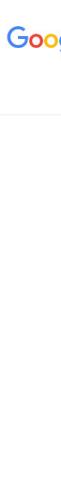
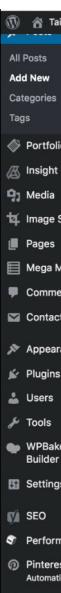
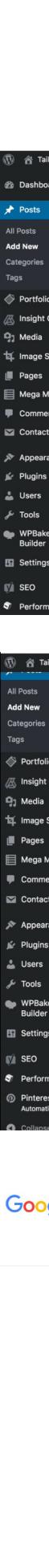
- url
    - › specific url setup for Google, should contain keywords
  - heading tags
    - › large texts throughout your posts (titles and headings are typically the most important)  
Heading 1 (the most important for Google), Heading 2 (less), Heading 3, etc.
  - content topic
    - › optimizing things around locations and target keywords incorporating into the text a venue, locations, details, specifics, etc.
  - post tags
    - › as keywords used for topics discussed in a particular post
  - keywords + variations
    - › "Sanctuary Gardens Wedding, wedding at sanctuary gardens, Kelowna venues such as sanctuary gardens"
  - keyword frequency
    - › how often is the keyword mentioned in a post
  - image alt tags
    - › are used to describe the image or what the image is representing - alternative text for search engines
  - post title
    - › start with a keyword you want to rank for
  - meta description
    - › describes and summarizes the contents of your page - in WP by plugin (YoastSEO)
- + choose a featured image for a post

# POST & PAGE OPTIMIZATIONS

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Space for your personal notes:



url

heading texts

content topic

post tags

keywords+variation

keywords frequency

image alt tags

post title

meta description

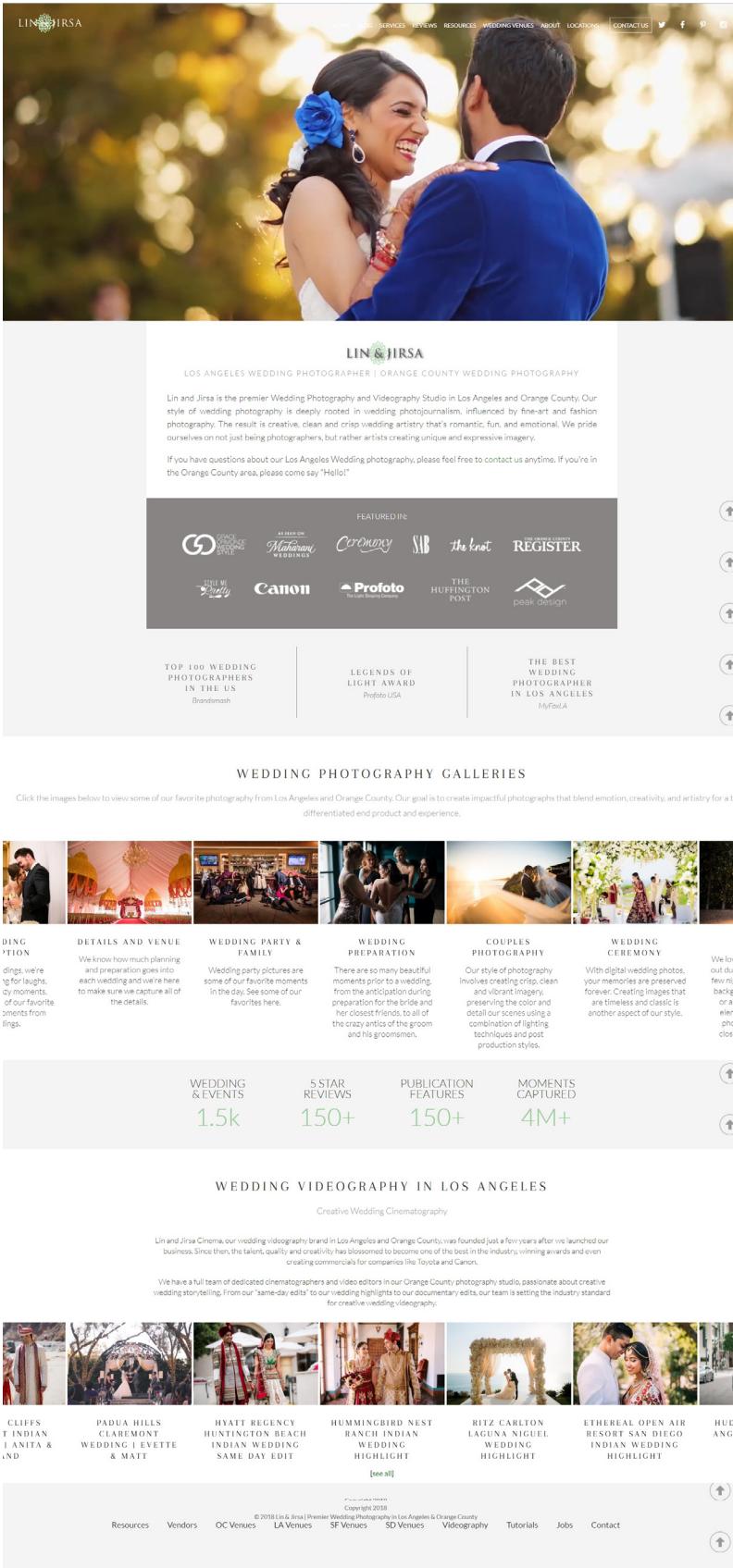
image for post

# Homepage Optimizations

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Homepage optimizations:

- same optimization steps as with a post - the only main thing is that loading time matter here the most
  - will be linked to as a result of other links and backlinks
  - heading tags with the main target keywords
  - keywords included in the text
  - address/target location in the footer bar
  - important footer
- 
- using the keywords here is a balance of SEO strategies and user experience

# GENERATING TRAFFIC

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### TO-DO

- create content people care about
- share it with people who actually care

What to write:

- answer questions
- solve a problem
- provide entertainment

Where to share:

- pinterest
- forums
- Facebook groups
- Reddit groups

## ADDING SECURITY AND HTTPS

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Space for your personal notes:

- Google massively penalize sites that do not have https
- http (not secure) vs. https (secure)
- e.g. <https://www.signature edits.com>



SiteGround

- Extra Services > SSL Certificate > Choose Account, Choose Domain, Choose Free or Paid > Apply

Squarespace

- Security preferences > Check Secure HSTS Secure > Wait 72 hours to process the update

Wix

- Dashboard > Settings > Manage > Turn on HTTPS
- small businesses do not need a special encryption / just any type of certificate for SSL

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- ***Setup Analytics & Submit Your Sitemap***

Space for your personal notes:

## SETUP ANALYTICS & SUBMIT YOUR SITEMAP

- Analytics = statistics on a website (install Google Analytics)
- Indexing = making a map of a website (Google Search Console)

Create a Google analytics account:

- [Google Analytics](#) > Create an Account (connected with gmail)

Setup Google analytics in your website

- Wordpress: Choose Google Analytics Plugin > Install It > Settings of the Plugin > Insert Google Analytics Access Code

Connect your site to Google Search Console

- [Google Search Console](#) > Log In > Verify Ownership of a website > Copy HTML and Insert it into Yoast SEO Wordpress Plugin

Submit Your Sitemap to Google

- copy "sitemap\_index.xml" by Yoast and insert it into Google Search Console > Sitemaps > Enter New Sitemap

# **MODULE: LOCATION SEO**

# REGISTER YOUR GOOGLE BUSINESS

## SECTION: LOCATION SEO

- *Register Your Google Business*
- Complete Your Google Business
- Getting Google Reviews
- Maintaining Your Maps Ranking

Space for your personal notes:

- Google Maps/My Business
- For locally based businesses
- Google Maps existence also boosts organic ratings and ranking

Process:

- [Google My Business](#) > Manage now (Start now) > LogIn > Add a Business Name > Add a Business Details > Fill a address > ask for a postcard with a code (may take up to 3 weeks) > verify your address
  - › go for a specific location
  - › the closer to the city centre of searched city, the better ranking

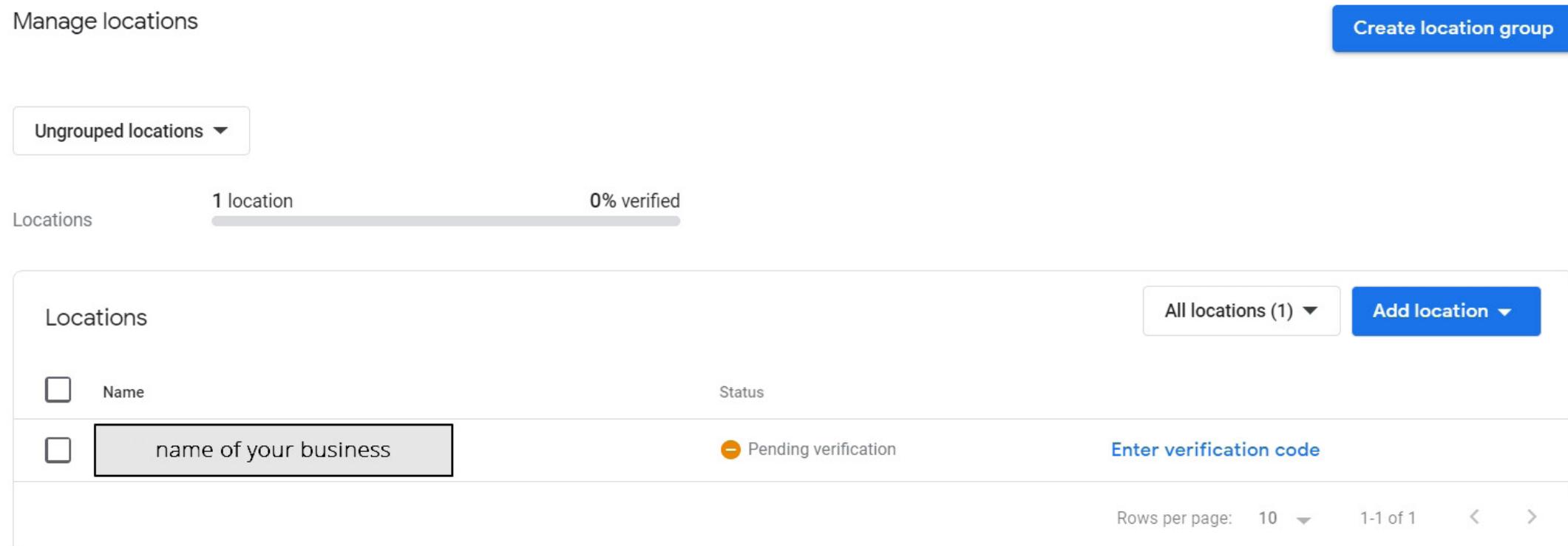
Manage locations Create location group

Ungrouped locations ▾

Locations	1 location	0% verified
<input type="checkbox"/> Name		Status
<input type="checkbox"/> name of your business		Pending verification <span style="color: orange;">-</span> Enter verification code

All locations (1) ▾ Add location ▾

Rows per page: 10 ▾ 1-1 of 1 < >



## COMPLETE YOUR GOOGLE BUSINESS

### SECTION: LOCATION SEO

- Register Your Google Business
- [\*Complete Your Google Business\*](#)
- Getting Google Reviews
- Maintaining Your Maps Ranking

Space for your personal notes:

Update and add the info:

- Google My Business > LogIn > Info > Edit  
(Hours, Telephone Number, Services, Website, Description, Photos!, labels = keywords)

#### Photos

- location, products, portfolio, services, menus, etc.
- better photos dominate the competition in Google maps

## **SECTION: LOCATION SEO**

- Register Your Google Business
- Complete Your Google Business
- ***Getting Google Reviews***
- Maintaining Your Maps Ranking

Space for your personal notes:

## GETTING GOOGLE REVIEWS

Reviews = Trust & Authority = Ranking

### ASK your clients

- people usually do not leave a positive review without asking
- people are usually willing to leave a review if you ask

### ask multiple times

- when delivering engagement photos
- after the wedding with highlight photos of the day
- when delivering all photos

### prepare a template

- send them a link to the Google review page

### incentives

- a number of satisfied customers will leave a review if you ask
- you may use an incentive, like giftcards or similar

### ASK your friends

- contact 20-30 of your friends and family and ask them for a quick review
- they can leave just a character reference or so

note: have reviews coming in a way that looks organic for Google!

# MAINTAINING YOUR MAPS RANKING

## SECTION: LOCATION SEO

- Register Your Google Business
- Complete Your Google Business
- Getting Google Reviews
- *Maintaining Your Maps Ranking*

Space for your personal notes:

Active Content = Relevant

acquired 30+ Google reviews

Ongoing maintenance = post new content

- new portfolio images (monthly)
- links to new posts
- respond to all reviews
  - › good - thank
  - › bad - apologize
- continue to request new reviews from clients

The screenshot shows the Google My Business dashboard for 'Tailored Fit Photography'. The left sidebar includes links for Home, Posts, Info, Insights, Reviews, Messaging, Photos, Website, and Users. The main area features a 'Create ad' button highlighted with a teal border and arrow. Below it is an advertisement section for Google Ads. To the right is a 'PERFORMANCE' summary table and a 'Your latest post' section.

Views	Searches	Actions
320	318	703

Performance over past 28 days (last 3 days not included)

Your latest post

Summer is in full swing in the Okanagan - We always LOVE heading out across the bridge to...

Jul 23, 2018

# **MODULE: CREATING CONTENT THAT RANKS**

## **SECTION: CREATING CONTENT THAT RANKS**

- *Create Your Content Roadmap*
- Create Your Content!
- Optimize Content
- Ranking Secret Weapon - VIDEO

Space for your personal notes:

## CREATE YOUR CONTENT ROADMAP

Active Content = Relevant

- not just random articles and random blog posts;
- plan a content in a way to get results

*Cornerstone content* or evergreen content is a internal linking strategy. of your website. It consists of the best, most important articles on your site; the pages or posts you want to rank highest in the search engines.

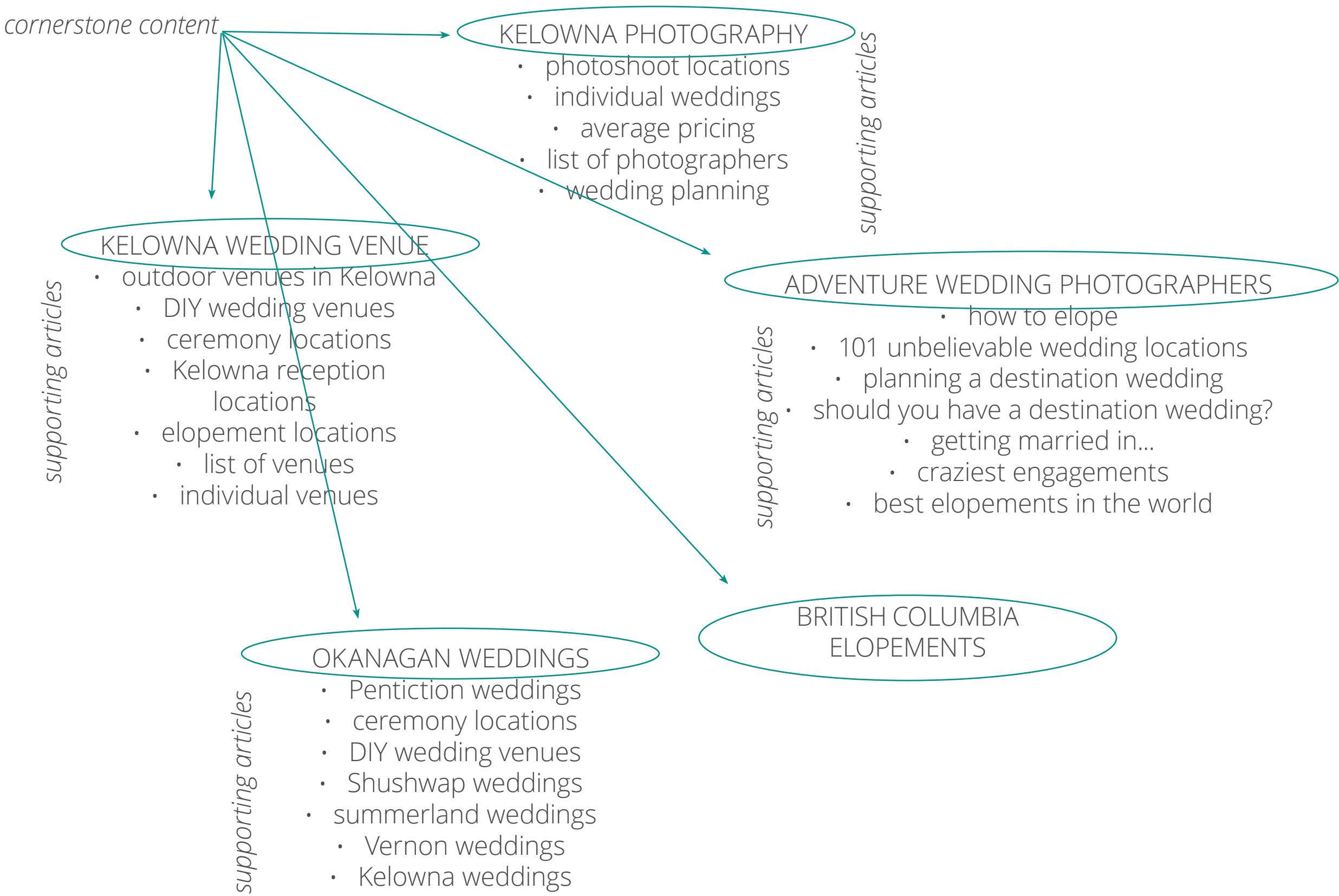
- find three to five keywords you want your site to target
- create one web-page for each keyword you want to rank for
- write a well-written, long-form article for each
- create a network of sub posts
- within each sub post link to your main post

# CREATE YOUR CONTENT ROADMAP

## SECTION: CREATING CONTENT THAT RANKS

- *Create Your Content Roadmap*
- Create Your Content!
- Optimize Content
- Ranking Secret Weapon - VIDEO

Space for your personal notes:



# CREATE & OPTIMIZE YOUR CONTENT!

## SECTION: CREATING CONTENT THAT RANKS

- Create Your Content Roadmap
- *Create Your Content!*
- *Optimize Content*
- Ranking Secret Weapon - VIDEO

Space for your personal notes:

Creating cornerstone content & supporting articles

- create rank worthy content
- quality content (that people know exists) is king
- content is hard work

content:

- generates traffics
- creates backlinks
- builds likeability and trust

cornerstone article:

- visibly pleasing
- contain chosen keyword
- insert a link of cornerstone article to every supporting article that already exists or create new
- optimize all cornerstone content & supporting articles for keywords, heading tags, urls, metadescription, etc. (see first module)

## RANKING SECRET WEAPON - VIDEO

### SECTION: CREATING CONTENT THAT RANKS

- Create Your Content Roadmap
- Create Your Content!
- Optimize Content
- *Ranking Secret Weapon - VIDEO*

Space for your personal notes:

- video drives a 157% increase in organic traffic from SERPs (search engine results pages)
- social video generates 1200% more share than text and images combined
- video made up 69% of all internet traffic in 2017
- video will be 80% of all internet traffic by 2020
- blog posts incorporating video attract 3x as many backlinks

what you need:

- your smartphone
- +/- microphone (the closer to mouth, the better sound)
  - › Rode videomic me (\$79)
  - › Rode smartLav+ (\$59)
- look for an inspiration the exact same way as for blog post and other articles (Google, Ubersuggest, Pinterest, other social medias, etc.)
- setup YouTube channel (search engine by itself - owned by Google)

# **MODULE: LINK BUILDING STRATEGIES**

## SECTION: LINK BUILDING STRATEGIES

- *Building Backlinks*
- Citation Backlinks
- Club & Membership Backlinks
- Publication Backlinks and How to Get Published
- Forums & Comments
- Pinterest and Social Media
- Be Someone's Success Story
- The MOST Important SEO Strategy!

Space for your personal notes:

## BUILDING BACKLINKS

Backlinks = #1 ranking factor for SEO

Goal: to build 50 new backlinks to your website

- number of backlinks needed depends on a location (it can be 3-5 or thousands backlinks)

How to calculate number of backlinks needed:

- [Ubersuggest](#) > insert your keywords (location, product, etc.) > check backlinks of best ranking pages (in ubersuggest or [ahrefs backlink checker](#))
- either get keyword that is less competitive or get busy with backlinking strategy

## CITATION BACKLINKS CLUB & MEMBERSHIP BACKLINKS

### SECTION: LINK BUILDING STRATEGIES

- Building Backlinks
- *Citation Backlinks*
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#### Strategy 1 = Local Citations

- business listings are a key component to enhancing your local search visibility
- [Whitespark.ca/resources](http://Whitespark.ca/resources) > Select Your Location > go through the list and register your business in the local citation sites (or pay whitespark to do so)
- note! the same thing applies to the address listed on your website & social media profiles! Make sure they all match. (Dr or Drive - but everywhere the same)

#### Strategy 2 = Clubs & Memberships

- local business directories
- local city = chamber of commerce = submit your business
- state listings
- your field listings
- associations you are part of
- memberships
- bloggers

# PUBLICATION BACKLINKS AND HOW TO GET PUBLISHED

## SECTION: LINK BUILDING STRATEGIES

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Space for your personal notes:

### Strategy 3 = Get published

Facts:

- Getting published is not hard!
- It is not the businesses with the best work who get published, it is the business who reach out.
- Reach out to more people.
- It is never about what they can do for you, it is all about what you can do for them!
- search for a possible cooperation with businesses in your location
- search for bloggers
- ask them to try your product or service and write about you
- send them an article to publish - create a content for them

Ways to get featured:

- guest post
- product/service review
- success story/case study - feature other businesses (products or service you use)
- roundup post
- list post
- expert testimony

## FORUMS & COMMENTS PINTEREST & SOCIAL MEDIA

### SECTION: LINK BUILDING STRATEGIES

- Building Backlinks
- Citation Backlinks
- Club & Membership Backlinks
- Publication Backlinks and How to Get Published
- **Forums & Comments**
- Pinterest and Social Media
- Be Someone's Success Story
- The MOST Important SEO Strategy!

Space for your personal notes:

#### Strategy 4 = Comments

Online forums:

- go where your clients hang out
- help them with advice & content (Quora.com, comments below articles, Reddit.com groups)

Two types of backlinks:

- follow - A follow back link is a link to a website posting says this is a great link trustworthy source. (matter more in Google's eyes)
- no follow - A no follow back link is a link that is on a web page such as a comment link or social media post (matter less)

#### Strategy 5 = Socials

- No follow backlinks

Pinterest

- search engine itself
- pins get repinned
- 1 repin = 1 backlink (not the same quality as follow backlinks)
- find popular content
- tweak or improve it
- create a beautiful pin
- Photoshop or similar
- or Canva.com > Login > Create a Design > Social Media >

Pinterest

- share w/keywords & tags

Facebook

- not a great place to build SEO
- post new content on your wall = done

# BE SOMEONE'S SUCCESS STORY

## SECTION: LINK BUILDING STRATEGIES

- Building Backlinks
- Citation Backlinks
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- Forums & Comments
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- ***Be Someone's Success Story***
- The MOST Important SEO Strategy!

Space for your personal notes:

- people are constantly looking for testimonials
- give, give, give, ask
- think of blogs, services, courses, gear or resources that you love or have helped you
- contact those people and thank them
- share your story, why you love it

Via:

- direct email
- comment on blog post
- comment on social post

Example:

"Hi Ryan,  
this was AMAZING! I applied your advice and I have seen some incredible results already, can not wait to take my business up a knotch in 2019 - And I am absolutely certain it will be all because of this article!"

I would LOVE to do an artist feature on your site or share this story in depth in a future blog post - Let me know if you would be interested! Either way, feel free to use my testimonials whenever you like."

Note: Backlink by Ryan !

## **SECTION: LINK BUILDING STRATEGIES**

- Building Backlinks
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## THE MOST IMPORTANT SEO STRATEGY!

apply what you have learned!  
consistent action over time = guaranteed results

Note: you will still want to continue producing content + backlinks to maintain your ranking, but maintenance is 10x less work than first setting your SEO up to rank!



thank you!  
please, leave us feedback  
we hope the course and this guide has helped you  
check out our profile to see other courses