



SEO 101

Keyword Research

To start, research keywords that have **high search volume, low competition**.

You can use [Google Keyword Planner](#) or [Keyword Everywhere](#) for free or you may want to use one of the industry trusted search tools like:

- Ahrefs
- Moz
- Semrush

These tools are an investment, so you may either stick with Google Keyword Planner or try a free trial of the tools to start.

Make a copy of [this document](#) for your keyword research (image below). After researching keywords for your industry/niche, assign the keyword a ranking between 1-10. **You want to go after the 10's first.**



Keyword	Monthly Search Volume	Ranking Keyword 1-10

On-Page SEO

Next, focus on on-page SEO. This is the practice of optimizing elements of your website.

On-page SEO includes:

- Optimizing each webpage with your keywords
- Writing compelling page titles (under 60 characters)
- Writing meta descriptions (under 155 characters)
- Include keywords in URL
- Ensure images have alt text and filenames
- Add schema markup to get rich snippets. follow this [Getting Started guide by schema.org](#).

If you're new to SEO, this is a lot of new terminology and actions. The [Shopify Help Centre](#) can provide additional context and support if you get stuck.

Content Marketing Strategy:

Before you officially launch, you can start developing blog content to start ranking your content in search engines.

A strategy that works is to aim to start ranking for the **lower intent keywords** with your blog content which will be easier. Then once you gain attention from the search engine, you can start focusing on **ranking for higher intent keywords**.



This will help you start to gain clout with the search engines which may help you rank higher (and be discovered by more customers).

Here are a few ideas for to develop your content marketing strategy:

- Brainstorm customer questions
- Help customers get more value out of the product (i.e. recipes, how-to, tips and tricks)
- Use keyword research to match questions with search terms

Off-Page SEO

Now it's time to focus on increasing traffic to your store with off-page SEO. Off-page SEO include actions you take outside of your website that will impact your search engine results pages (SERPs).

Here are five effective off-page strategies to focus on:

1. Backlinks (a link from another site to your site, including PR/Media).
2. Guest blogging
3. Social media engagement
4. Influencer marketing (i.e. product reviews)
5. Video, podcasts, and/or webinars

Here are two templates you can use to help you secure off-page SEO traffic:

PR Pitch:

Real example of email pitch that led to press features. You're encouraged to edit it, so it feels resonates with your brand tone of voice and tone of the media publication.

Hi First Name,

Here's the kind of news I would love to share with you every day, especially in these unpredictable times:



[Your company], an emerging [describe your brand], has launched a new [your product] designed to champion the need for [describe how your product solves a problem in your industry].

This [insert value props i.e. cruelty-free, intensely pigmented eyeshadow palette] retails for [price] and will be available on [date] only at [your website].

What makes this product unique is [describe what makes it unique]. The product was created [share origin story] :

Please see the following links for more info and photos:

Full Press Release: [link to Google Doc, PDF or page on your website]

Product & Campaign Photos: [link to Google Doc, PDF or page on your website]

If you have any additional questions about this product launch, please contact [your email].

Your email signature



Guest Posting Script:

Email Script:

Hi [name]!

My name is _____ and I'm the founder of _____.

I noticed you've been sharing content on [specific topic]. As the founder of [name of your company], we educate our audience on the topic of [specific topic] all the time. I noticed you haven't covered [a specific idea related to their blog theme] yet.

If interested, I would love to contribute a blog post to help educate your audience. *[Also share if you can help promote with your audience]*. I'll be able to deliver this blog post to you by [date] OR I've attached a sample of the blog I could provide to your audience.

Optional (to build credibility): I've contributed to [different publications] in the past.
Thank you for reading and I look forward to hearing from you!

[your name]

[contact info]

[website url]

