10 Steps in a Great SEO Action Plan

Here are the 10 steps we are going to do to create a comprehensive SEO Action Plan.

Every page and focus keyword needs an Action Plan.

1. **Create a Plan / Set Goals**
    a. What are the goals for your website, website pages and SEO.

2. **Build a Sitemap / Outline your website in excel (or Google Docs)**
    a. Create a Sitemap Based on Your Focus Keywords

3. **Focus Keyword Research**
    a. How to do basic and advanced keyword research.

4. **Competitor Research**
    a. How to do Competitor Research: Top 5 Metrics in 5 Minutes.

5. **Onsite Optimization**
    a. Talk to the Search Engines in their own language.

6. **Offsite Optimization**
    a. More important than onsite optimization.

7. **Backlinks**
    a. Backlinks are the most important offsite element of SEO.

8. **Content Content Content**
    a. Content is the most important onsite element of SEO.

9. **Tracking**
    a. Adjust, refine and perfect your SEO.

10. **Adjust marketing plan.**
    a. Adjust your marketing plan based on the metrics from tracking.

Step 1. Set Goals and Objectives

Start with your goals.

What is the purpose of your website and what marketing objectives do you want to achieve.

Here are some examples:

1. Increase Search Rankings
2. Get More Qualified Leads
3. Build Brand Awareness, Authority and Trust
4. Increase Sales
5. Increase Conversions
6. Expand Your Market

Your Goals

1._____

_____

_____

2._____

_____

_____

3._____

_____

_____

Step 2. Outline Your Website / Build a Sitemap in Excel

Outline your website before building.

You can spend a lot of time creating unnecessary pages, or designing sites that are more complicated than they need to be.

Create an outline your website's content and figure out what's necessary, how pages are interrelated, and what can be cut from your website, before you start building.

Here's what you do by outlining your website before you building it.

1. Clarify the purpose and goals for your website.
2. Identify and build your conversion funnel.
3. Create the outline for your website's structure and architecture.

Step 3. Focus Keyword Research

People search for solutions. Be sure your page offers the solution your visitors are looking for.

Here are some examples of keywords (search queries) looking for solutions:

1. Keyword search: kayak day trip
   Result: visitor booked a day long outing for their family with a local kayak rental business - $190

2. Keyword search: best pizza near me
   Result: visitor took family out for pizza - $58

3.1	How to Do Focus Keyword Research

Step	Result
1. Google Your Focus Keyword	
2. How many results in the SERPS (Search Engine Results Page) for that keyword?	
3. Are you on Page #1? Are you anywhere in the first 5 pages?	
4. Who is in Position #1, #2 and #3?	1._____ 2._____ 3._____
5. Keyword Planner: Google AdWords for Keyword Planner Volume: Relevance: Competition: Cost:	**Your Keyword:** Volume: Relevance: Competition: Cost:

Step 4. Competitor Research

Your best keywords are the keywords you where you can rank #1 on Google.

The website currently in Position #1 for that keyword is your competitor.

You need to be sure your website can compete with that #1 website. If not, you need to modify your keyword until you find the right combination of relevance, cost, search volume and competition.

You need to research the websites in Position #1, #2 and #3 for your keyword and choose the keyword where you can compete with the top 3 results.

4.1	How to do Competitor Research: Top 5 Metrics in 5 Minutes

Metric 1: Moz Site and Page Authority   *https://moz.com/researchtools/ose/*

You:	Your Competitor:
1. Domain Authority	1. Domain Authority
2. Page Authority	2. Page Authority
3. MOZ Rank	3. MOZ Rank

Metric 2: Backlinks   *http://www.openlinkprofiler.org/*

You:	Your Competitor:
1. Unique Active Backlinks	1. Unique Active Backlinks
2. Link Influencer Score	2. Link Influencer Score
3. Backlinks reported by Moz	3. Backlinks reported by Moz

Metric 3: Indexed Pages   *Google Search: Site:SiteName.com*

You:	Your Competitor:
Results	Results

Metric 4: Social Media *Review your competitor's site for social media*	
You:	**Your Competitor:**
Results: List social media and engagement	**Results: LIst social media and engagement**

Metric 5: Citations *Google Search: "Competitor's Name" "Keyword" -site:sitename.com*	
You:	**Your Competitor:**
Results	**Results**

Step 5. Onsite Optimization: Talk to the Search Engines in their Own Language

https://johnbolyard.com/what-is-seo-and-why-do-you-need-it/

Onsite optimization is creating website pages, titles, tags, content, navigation and overall structure to be optimized for your target keywords.

5.1 Keywords in Metatags / Onpage SEO Elements / Content / Navigation

25 Onpage SEO Elements	Your Onpage SEO Element
1. Page Title – 70 characters - this is the most important meta tag. *What you see in the source code:* <title>Focus Keyword Toward the Front of the Title, Up to 70 Characters</title>	1. Page Title

2. Meta Description – 160 characters *What you see in the source code:* <meta name="description" content="160 characters or less that describe this page.	2. Meta Description
3. Meta Keywords – No more than 10 keyword phrases *What you see in the source code:* <meta name="keywords" content="About 10 keywords that are relevant to this page">	3. Meta Keywords
4. Header Tag: H1 – only one header tag. *What you see in the source code:* Focus Keyword	4. Header Tag
5. Sub-head Tags: H2 - multiple h2 tags. You can have quite a few, but don't add so many it becomes spam.	5. Sub-head Tags H2
6. Sub-head Tags: H3 Longer articles may need more h3 tags – more for visual appearance.	6. Sub-head Tags H3
7. Bold: Use bold where needed. Don't spam	7. Bold
8. Outbound Links: Outgoing links are good but do reduce the link value of your page.	8. Outbound Links
9. Internal Links: Google expects you to cross link to other related content in your website.	9. Internal Links
10. Italic: Good, and useful visually.	10. Italic
11. Combinations: You can combine bold, italic, link etc	11. Combinations
12. Body copy: Keywords can appear in the body copy where it's natural. For our purposes we made all the keywords bold so they would be visible.	12. Body Copy

18. LSI Keywords: LSI keywords (Latent Semantic Index) are keywords, similar to synonyms and related keywords, that Google uses to determine the relevancy of a page. Add LSI keywords into your posts and pages.	18. LSI Keyword
13. Image Title Tags: *What you see in the source code:* title="Keyword (where appropriate) plus the title of your image"	13. Image Title Tags
14. Keyword URL:	15. Keyword URL
15. First Paragraph: Add your keyword to the first 100 words in the first paragraph.	15. First Paragraph
16. Geo-Tagging: Use geo-tagging to let your users and search engines see your actual business location.	16. Geo-Tagging
19. Add Modifiers To Your Title Using modifiers like "2016", "best", "guide", and "review" can help you rank for long tail versions of your focus keyword.	19. Add Modifiers To Your Title
20. Categories (WordPress): Categories are very useful for adding different ways of finding your content. Example: "food" or "health"	20. Categories (WordPress)
21. Tags (WordPress): Tags tell people specifically what is on the page or post. Example: "diabetic recipes" "vegan gluten free"	21. Tags (WordPress)
22. Word Count: Longer articles have more SEO value. You should have content between 650 to	22 Word Count

2,200 words	
23. Keyword Density: About 5% keyword ratio. For example, in a 500 word post, about 25 total words should be keywords and/or synonyms.	23. Keyword Density
24. Image Alt Tags: add a description of the image in the "alt tag" *What you see in the source code:* alt="Keyword (where appropriate) plus a description of your image"	24. Image Alt Tags
25. Post Longer Content: Longer content tends to rank significantly higher on the first page of Google. Keep in mind that your content must be compelling to keep your reader on your page.	31. Post Longer Content

5.2 Keywords in Navigation

Your navigation and menus are a keyword outline of your website.

Top Navigation / Focus Keywords	
Drop Down Navigation / Secondary Keywords	

Step 6. Offsite Optimization

Offsite optimization creates links back to your website from other websites, social media and directories.

6.1 **Offsite Optimization. More important to Google than onsite optimization.**

Backlinks - see Step 5 below	
Citations Best Citations by city by Moz.com https://moz.com/learn/local/citations-by-city	
Social 1.Facebook - 1,100,000,000 visitors/month 2. YouTube - 1,000,000,000 visitors/month 3. Instagram - 400,000,000 visitors/month 4. SnapChat - 350,000,000 5. Twitter - 310,000,000 visitors/month 6. LinkedIn - 255,000,000 visitors/month	
Local Moz.com Local Business Listing Service BrightLocal.com Business Listing Service "Google My Business" Listing "How to Get Started with Local Search"	

Step 7. Links: Links are the most important part of SEO.

Backlinks are the most important element of offsite optimization. Backlinks are difficult but well worth the effort. Good backlinks will double the value of your content.

7.1	**Links. Links. Links.**

Do a Backlink Audit. Find your backlinks and your competitors backlinks. http://www.openlinkprofiler.org/	Take a look at your backlink profile (also look for spam) and look at your competitors backlinks. Why did your competitor get those backlinks and can you?
Where to add your backlinks.	
Outreach	Write content that includes a mention of a website you'd like to get a backlink from. Email the website and ask if they would like to backlink back to your page saying nice things about them.
Commenting	Find relevant authority forums and add substantive comments. Check to be sure you can add your name and website URL along with your comment.
Guest Blogging **Note of caution.** If you do guest blogging, you are giving away a lot of value. Most blogs don't offer backlinks that will "follow" you back to your website. Check to see if your guest blog will "follow" back. Guest blogging, even without and "follow back" can still be very valuable to create authority for your brand.	Find guest blogging opportunities: keyword + "submit a guest post" keyword + "guest post" keyword + "guest post by" keyword + "accepting guest posts" keyword + "guest post guidelines" Keyword + "guest blog" Keyword + "guest blogger" Keyword + "guest column" Keyword + "guest post"

	Keyword + "guest article"
	Keyword + "write for us"
	Keyword + "write for me"
	Keyword + "become a contributor"
	Keyword + "contribute to this site"
	Keyword + inurl:category/guest 2016

Step 8. Content. Content. Content.

Content is the most important onsite element of SEO. Google looks for unique, new and comprehensive content in your niche. One great piece of content is worth more than 10 pieces poor content.

8.1 Create and amplify content.

Create consistent content on your focus keywords (product or service)	
Where are you creating other content? How can you convert that into content for your website?	
Optimize your content. Onpage optimization.	
Amplify your content. Have a plan to add your new content to your social media, comments on forums, blog posts etc.	

8.2 Create an editorial calendar.

Create an editorial calendar. Excel spreadsheet, WordPress editorial calendar plugin or online app.	

Hard to find topics?

1. Search Google Trends

2. Set up Google Alerts on your topic

3. Subscribe to top competitors newsletters

4. Read forums on your topic

5. Reddit - read Subreddits on your topic

6. Search Quora.com

Step 9. Tracking: Adjust, refine and perfect your SEO.

Tracking your results will tell you where you are successful and where you need to more work.
By looking at what has working (and not worked) you can save time and money going forward.

9.1   Google Analytics and Google Search Console

Add Google Analytics	
Connect Google Analytics to Google Search Console *https://support.google.com/analytics/answer/1308621?hl=en*	

9.2   Tracking with Google Analytics and Google Search Console

Audience Overview - Who are your visitors	
Acquisitions - Where did your visitors come from	
Behavior - What did they do when they got there	

Step 10. Adjust Marketing Plan

Let the data drive your marketing plan.

There's a lot of data available - probably too much. Google Analytics, Google Search Console, Social Media analytics, demographics, KPI's - a lot to process.

Decide what's important to your marketing plan, monitor that information and adjust course based on what you see is actually happening.

Monitor what's important:

1. Who are your target demographic and are they buying from you.
2. How did they find you? Do you have strong marketing in those channels (email, social etc)
3. What did they do when they found you? Did they buy, are they engaged, did they come back?

Questions?

Please feel free to call at 206-335-6162 or email at John@JohnBolyard.com

Thanks!