



3 MONTH SEO PLAN AND TRACKER

GUIDE

MONTH ONE

RESEARCH & COMPETITOR ANALYSIS

During the 1st month you are going to be looking for the RIGHT keywords for your niche. If you don't figure out what keywords you should be using in your content, you might be getting traffic, but it's NOT traffic that will turn into customers.

STEP 1: The site I use is Keywords Everywhere - <https://keywordseverywhere.com/>

Go to your keyword search tool of choice and type in keywords for your business, e.g., florist, wedding dress, catering, wedding venue.

Your results will show you keywords in your space that are similar, what the search volume is each month, and the cost per click.

WHAT YOU'RE IDEALLY LOOKING FOR:

- High CPC (indicates keyword value and is a sign that visitors are converting to customers)
- Low Competition
- High Search Volume (this means there is lots of traffic)

NOTE: Zero in on 10-20 keywords to focus on in the beginning and build from there.

My Keywords/phrases are:



COMPETITOR ANALYSIS HACK

(This is optional, but may save you some time if you're not sure of what keywords you should be going after):

- Go to SEMrush (<https://www.semrush.com/>) or ahrefs (<https://ahrefs.com/>) and type in your own URL and it will list out your closest competitors.
- If you already know your closest competitors (those who sell the exact same product or service as you do), type in their URL and it will show you:
 1. All the keywords they are buying traffic for using paid ads on Google
 2. All the keywords they are ranking for on Google, which of the pages on their websites are ranking for those keywords, and how many visitors they are getting from those keywords.
 3. If you know your competition is successful this will tell you the main keywords/phrases to consider going after.

STEP 2: Set up Google Console (free tool that breaks down how your website is doing).

You won't do anything else with this during month one, but you want to get it set up early on so it can begin tracking data for you to utilise in month two. (NOTE: If you don't already have Google Analytics set up on your website, you will need to do that in order to set up Google Console.)

MONTH 2

OPTIMIZING YOUR ON PAGE CODE AND BUILDING CONTENT

On Page definition: On page SEO are all the internal factors that make a site useful for the visitor (like: page title with keyword, user-friendly URL, meta-description, internal linking, header tags for easy skimming, etc.)

STEP 1: Set up the free Yoast SEO Plugin on your Wordpress site to optimize your on page SEO. Yoast is a super user friendly plugin that will handle most of your on page SEO needs. The plugin will walk you through how you can optimize your site (scroll down to the bottom of each of your posts to find Yoast area).

HINT: You want to try to get both "Readability" and "Keyword" circles to be green.

You should have already set up both Google Analytics and Google Console in month one. Google Analytics shows you your website traffic and Google Console shows you the keywords that are driving that traffic. You will find both of these free resources helpful to see what's working on your site as you begin implementing your SEO strategies. Set a task or calendar reminder each week to check in on your website traffic and the keywords that are driving that traffic.

STEP 2: Create good content on a consistent basis:

- Create one blog, article, video, or audio content every single week.

(NOTE: As far as SEO goes, video and audio content does not rank as well in Google, but it's still amazing for growing relationships!), so make sure to have plenty of text-based content in the mix if you are a producer of mostly video and audio content.

- Create content that is engaging for the viewer (Google can tell if you have an engaged viewer on your website because they are spending more time on your site scrolling, clicking, and looking at images.)

TIPS FOR BUILDING CONTENT THAT GOOGLE LIKES

- Use tools like SEMrush or hrefs to see what content is resonating with your direct competition's followers. Consider writing updated, better, more thorough versions of that content. (This is for content inspiration and to give you some ideas of topics to put your own spin on.)
- Write content in conversational tones. Use the words "you" and "I".
- Write longer, more thorough blog posts. Articles on page 1 and 2 of Google have at least 2,000 words.
- Use your keywords, but don't just stuff your content with them (neither your reader or Google will like that!)
- Use subheadings - this makes your content easier for people to skim and read.
- Keep paragraphs short - 5-6 lines is a good rule-of-thumb.
- Use images. You can also use videos and audio clips where appropriate.
- Always wrap up your blog post with a conclusion. Consider titling that final section in your article: CONCLUSION.
- End your conclusion with a question and reply to the comments.

MONTH 3

BUILDING LINKS AND GETTING SOCIAL SHARES

STEP 1: Get other sites linking to your content. Google gives more weight to the following links:

- Authority links: Links from people/websites with authority in your niche space
- Relevant links: Links from similar sites in your niche space

STEP 2: Locate potential authority websites that can provide authority links back to your site:

- Go to ahrefs and put in your competitor URLs (not just the main URL, but the exact page that has content similar to what you have created). Ahrefs will provide you a list of every site that is linked to your competitor's content.
- Take the list, line by line, and email the site owner asking them to link to your content. Of course you need to give them good reason to, so you'll want to provide them with the competitor's article link that they had linked to and tell them how your content is similar, yet different (better), and how it can serve their reader well. This is a tedious task, but worth your time and effort.

Here is some copy you could use in your email communication:

“Hi, [NAME]!

I noticed you linked to a post [give link] about XYZ. I just wanted you to know that I've created a post with similar content, but my article also includes XYZ which I think might be of value to your audience. Feel free to link to [include your article URL].”

Thank you for your consideration!

Start with a goal of getting 10-20 back links per month.

You can also go to Buzzsumo.com (Free version limited to 5 searches per day) and put in specific article URL from competitor and it will show you how many social shares each has had and who shared it. You can then reach out to those people and ask them to link to or share your similar content.

Need some content ideas?

Type in a keyword in Buzzsumo.com and it will provide you with the most popular articles, so you can see what type of content is doing well, or be aware of any themes or trends that you might want to write content for.

STEP 3: Encourage social sharing.

Social shares do not directly affect SEO, but it helps because the more people who share, the more traffic, the more eyeballs, the more engagement, the more likely others will link to your content.

- Have social sharing buttons on your site
- Encourage your website viewers and social channel followers to share your content.
Sometimes people just need to be asked!
- Use the Buzzsumo.com technique to find out who's sharing content similar to yours and ask them to share your content (only ask if relevant to their audience's needs).

How much time to spend on implementing your SEO plan:

No more than 10 hours/week.


Rinse and Repeat!

If you have any questions and would like to have a chat about anything here or from my talk let's have a virtual cuppa and I will help answer them.

 charlotte@fandrdesigns.co.uk

 [@fandrdesignsUK](https://www.facebook.com/fandrdesignsUK)

 [/fandrdesigns](https://www.pinterest.com/fandrdesigns)

 07780 350775

 [@fandrdesignsUK](https://www.twitter.com/fandrdesignsUK)

 [@fandrdesigns](https://www.instagram.com/fandrdesigns)

www.fandrdesigns.co.uk