



SEARCH ENGINE OPTIMIZATION (SEO) MINI-GUIDE FOR BEGINNERS

HOW TO GET YOUR
DIGITAL PRODUCTS
FOUND ONLINE



RANK HIGHER. REACH MORE. SELL MORE.

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Search Engine Optimization (SEO) Mini-Guide for Beginners

How to Get Your Digital Products Found Online

Search Engine Optimization (SEO) helps your digital products show up when people search on Payhip, Pinterest, Google, and social media. You don't need to be a tech expert to use SEO. With a few simple steps, you can increase visibility, attract more customers, and make your products easier to discover.

1. What SEO Is (In Simple Terms)

SEO is the process of using the right words—called keywords—so your product appears when someone searches for it. Example: If someone searches “budget planner printable,” your product is more likely to show up if those words are in your title and description.

SEO = using the words your customers are already typing into search bars.

2. How to Choose Keywords

Use keywords that describe:

- What your product is
- Who it is for
- What problem it solves
- What outcome it provides

Beginner keyword sources:

- Payhip search bar
- Pinterest search bar
- Google autocomplete
- Competitor listings

Choose 3–5 keywords per product.

3. Beginner Keyword List (Plug-and-Play)

Use or adapt these for your listings:

- **digital planner printable**
- **budget planner template**

- **small business forms**
- **social media templates**
- **ebook template**
- **content planner printable**
- **self-care journal**
- **goal setting worksheet**

4. How to Write SEO Titles

Use this formula:

Main Keyword + Product Type + Who It's For / Benefit

Examples:

- “Budget Planner Printable for Beginners”
- “Digital Content Planner for Small Business Owners”
- “Self-Care Journal Template for Women”

Keep titles clear, simple, and keyword-focused.

5. How to Write SEO Descriptions

Use this structure:

1. Start with your main keyword
2. Explain what the product does
3. Explain who it helps
4. Add benefits and outcomes
5. Include 3–5 keywords naturally

Example: “This budget planner printable helps beginners get organized, track spending, and build better money habits. Perfect for anyone who wants a simple, easy-to-use budgeting system.”

6. Pinterest SEO Tips

Pinterest is a search engine, not just a social platform. Use:

- Keyword-rich pin titles

- Keyword-rich pin descriptions
- Clean, vertical images
- Consistent pinning

Keywords to try:

- **printable planner**
- **digital download business**
- **small business tools**

7. Google Search Tips

Google rewards clarity and consistency. Use:

- Clear product titles
- Descriptions with natural keywords
- Alt text on images (if your platform allows it)
- Blog posts or social posts linking back to your product

SEO Mini-Checklist

Use this checklist every time you upload a new product.

Keyword Checklist

- ☐ **I chose 3–5 keywords**
- ☐ Keywords match what customers search for
- ☐ Keywords describe the product clearly

Title Checklist

- ☐ **My title includes my main keyword**
- ☐ Title is clear and beginner-friendly
- ☐ Title explains what the product is

Description Checklist

- ☐ **My description includes keywords naturally**
- ☐ I explained the problem it solves

- ☐ I explained the outcome or benefit
- ☐ I included who the product is for

Pinterest Checklist

- ☐ **I created a pin with keywords**
- ☐ Pin title includes a keyword
- ☐ Pin description includes 2–3 keywords

Google Visibility Checklist

- ☐ My product title is clear
- ☐ My description is easy to read
- ☐ I shared my product link on social media or a blog

YOU'VE TAKEN THE FIRST STEP.

NOW KEEP BUILDING *Your Brand, Your Way,* YOUR FUTURE.



STAY FOCUSED

Dream it.
Plan it.
Launch it.



KEEP GROWING

Every step
brings you
closer.



MAKE AN IMPACT

Your purpose
has the power
to inspire.



BUILD YOUR LEGACY

What you build
today creates
tomorrow.



MORE RESOURCES, BOOKS, AND SERVICES

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