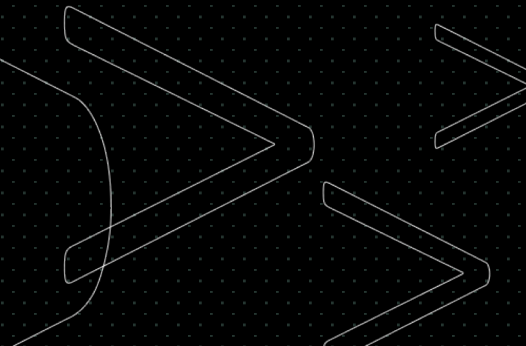


Search Engine Optimization

Applying it to your website



What is SEO?

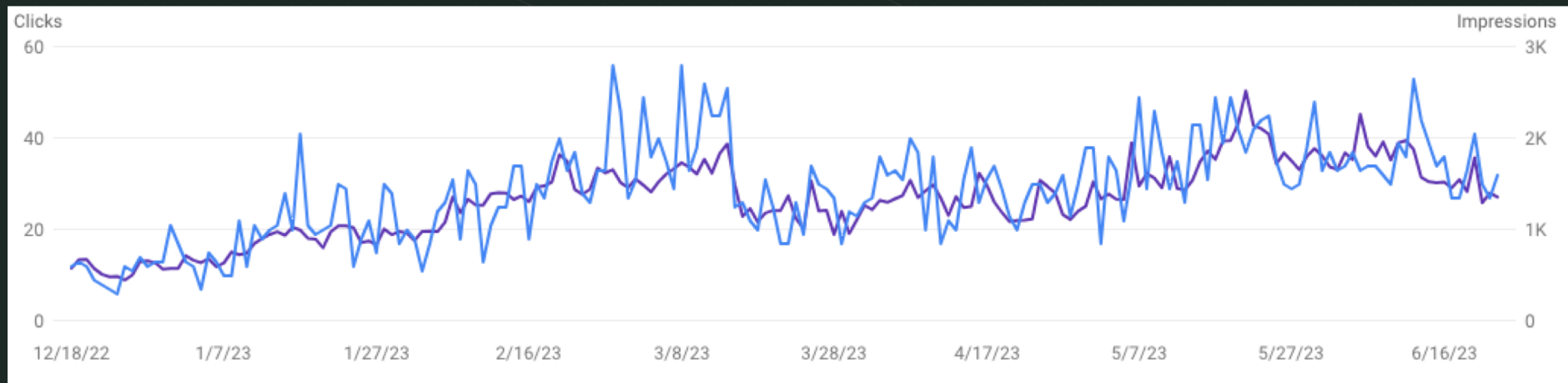
- Making your website “easier” for Google, or any search engine for that matter, to read and understand what your website is about.
- Its purpose is to make your website more “relevant” to particular keywords.
- Essentially directing the algorithms that run Google in a way that best serves your website.

What Benefits Do You Get From SEO?

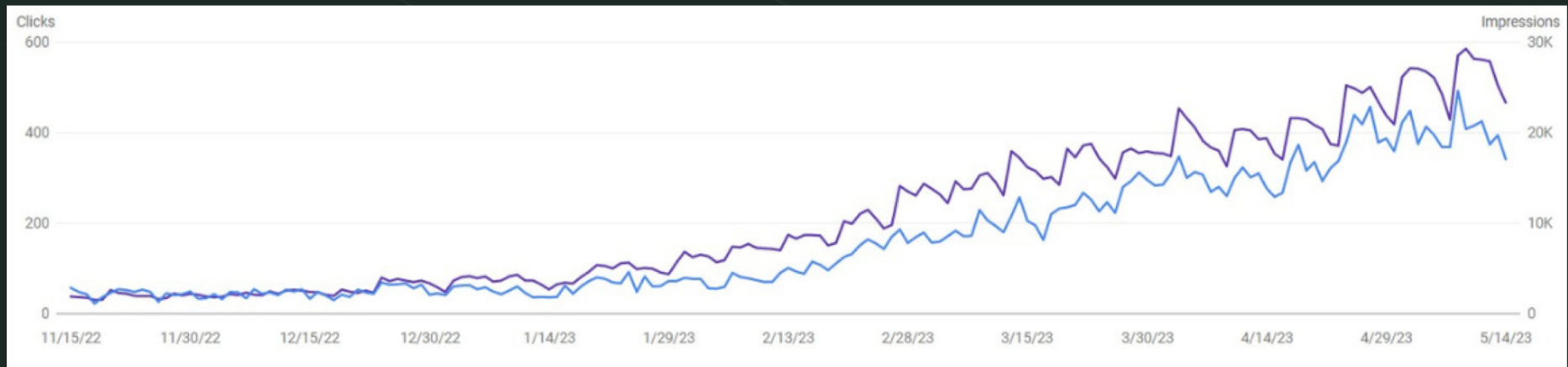
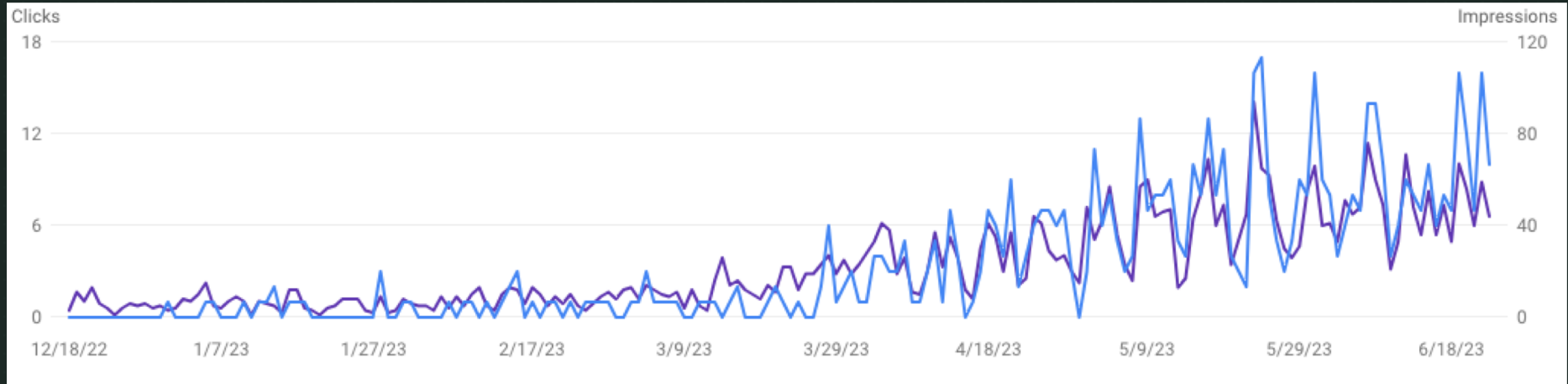
- Nothing new under the sun, there is someone out there looking for your product (searchers with intent to buy).
 - Highest chances of converting are with that type of traffic
- You gain trust from customer base
- No ad spend
- Getting your site to page 1 is a major milestone. Sites that achieve this tend to remain there for a while, unless you used unethical strategies.
- SEO is like investing. This marketing strategy is meant for long term success.

How Long Does SEO Take?

- Shortest timeframe is about 3-months
- Longer timeframe is at 12-months or more
 - Please note that this is to see significant results
- Below is an example of a normal SEO timeframe:

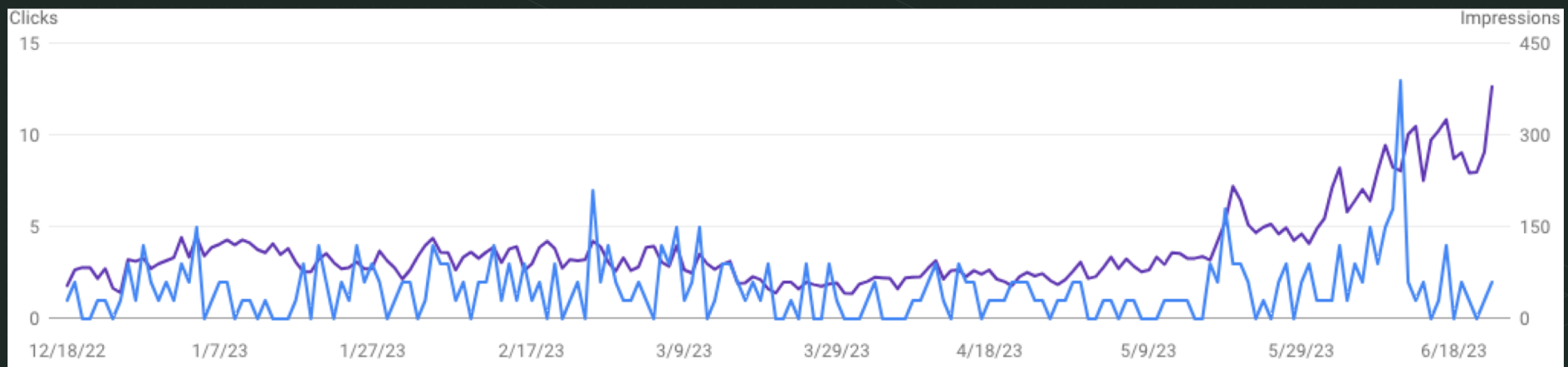


How Long Does SEO Take?



How Long Does SEO Take?

- At times you can be posting a blog every day for months and barely see the needle move to a few hundred visitors a day.
- The example below is not as extreme but took daily blog posts for a month. Then, basically, sat dormant for about a couple months and then it began reacting:



■ Fundamentals

- There are a couple of important levers in SEO:
 - **On-page (On-site) SEO**
 - **Domain Authority (External website referrals a.k.a Backlinks)**
- Technical SEO upkeep:
 - No duplicate pages or content
 - Each page should focus on one topic (one keyword)
 - Watch out for Google “Slaps” (Algo updates)
 - Website should be tidy and organically linked

Metrics That Impact SEO

- Bounce rate – how long people spend on your website
 - How many of those people that came and went from your website found their solution else where (Google takes notice of this and then ranks the “competitor” higher than you on that particular query in future)
- Search intent of your keyword of interest – This normally gives your great insight into what that person is looking for (shop, information, another website, etc.)

Applying On-Page SEO

- Overall structure of your website: Categories, FAQs, etc.
- 4 Important Pillars:
 - H1 Title Tags
 - URL Slugs
 - Meta Titles
 - Meta descriptions
- Other Key Supporting Pillars:
 - Content
 - Images/Videos
 - Internal Linking
 - Website Speed (Core Web Vitals)

H1 Heading

What is a H1 Heading?

- This is what not only visitors use to know what a page is about, but also Google. If leveraged with great copy, then this should hook your users to keep scrolling.
- How Tos:
 - It contains the main keyword for the page
 - It should be unique for each page
 - Only ONE per page
 - Every page should have an H1 headline
 - Apply good copywriting to create it. This should compel your visitor to keep reading.

URL Slugs

What is a URL Slug?

- This is what your searchers read to know what the resulting page is about. Important to help increase CTR and should be relevant.
- How Tos:
 - Try to keep it short. Anywhere between 3-5 words.
 - Ensure to include your keyword for that page.
 - Do not reuse same URL for multiple pages

Meta Titles

What is a Meta Title?

- This is what your searchers read to know what the resulting page is about. Important to help increase CTR during search results.
- How Tos:
 - Good practice to keep it under 50-60 characters, due to pixel limits. Google results will be cut-off, if too long.
 - Normally, you can reuse the H1 as the Meta Title
 - Great place to use Hooks, such as, “Best way to... in 2023”
 - This also helps with relevancy
 - Meta descriptions are also limited in characters, but Google will still read beyond what it shows in it results; hence, it will still show your page as relevant. Another great area to summarize page content.

Supporting Pillars

- Content

- Research Competition
- Integrate relevant keywords as H2, H3, etc. organically within content

- Internal Linking

- Makes it easier for Google to crawl your website
- Leverage keywords as your anchor text

- Images

- Compress without sacrificing quality to help website speed
- Try to always have an image on each page

- Website Speed

- Plainly put, users leave if your page doesn't load fast enough
- You can seek help from fiver developers or others

Content Strategy

- Leverage your blog to write about your niche and how your product solves problems
- Aim for keywords with low competition. Normally, these don't have huge traffic but if you rank for 10 keywords that see 100 visitors per month, then that's an extra 1000 visitors with fairly little effort.
- Review style content is great for creating blogs comparing your product with your competitors. This allows to “steal” some of their traffic from keyword they might rank for already.

■ Content On Product Pages

- Your product pages also need content. Here's where you want your category pages to be since these are normally the pages that appear on search results.
- Pages with content will always outrank pages that don't have content.

Domain Authority

- This is simply how many other websites link to you.
 - Not all links are good, if the website linking to you is spam then this actually hurts your website.
- Google uses this metric to know how trustworthy your website is
- If major sites link to your then Google sees your site as trustworthy. Similar to becoming Famous by Association.
- The greater your domain authority (DA), the easier it'll be to rank for keywords.

Backlinking

- Not necessary to rank and it is entirely possible to rank without any backlinks. However, it is harder and will take longer to rank, due to you needing high quality content.
- Look at backlinks as a “shortcut” to ranking high
- Things to avoid
 - Don't rush it. For example, if you just launched a site and get 8 links from high authoritative sites, then google will more than likely penalize you.
 - DO NOT get links from low quality websites, as tempting as this might be, trust me you'll regret it. (side note: one good link does not “balance out” a bad one)

■ “Authority Mode”

- Do not confuse this with Domain Authority.
- This is when your site establishes itself as an authority on a niche by covering everything there is to know about it – hint: this is where a blog is useful.
- You may achieve authority mode in one niche, but this doesn't always translate to other niches.

■ How To Apply To Your Website

- Fix all on-page SEO issues first
- Optimize your pages, including category and product pages
- Begin writing blogs and content. This will help place your site as a knowledge hub.
- This in time will also help you gain backlinks, assuming your posts are valuable to your ideal customer base.
- The result should be high converting traffic

Where Do You Begin?

- Download Screaming Frog and perform a site audit
- Review your H1 headlines, Metas, URLs, etc then apply “fixes”
- Research your high ranking competitors, top 10, and model what they are doing. All the answers you seek are within their pages.
- Goes without saying but make sure your content is high quality.
- Link your website internally
- Start Bloggin!

Where Do You Begin?

- Install Google Analytics 4
- Install Google Search Console
- SemRush is a great paid tool if you have the money to spend
- I recommend you get friends and family to try and browse your site. So that you may get an unbiased review on how well your site flows (Remember the end goal is to get a conversion, if your page is not lubricating that process then you need to work on it)

Tool Box

- These tools are meant to help you ID target keyword and where your site needs SEO improvement.
- Paid:
 - SemRush
 - Ahrefs
- Free:
 - Screaming Frog – SEO Auditing
 - Google Search Console – Traffic, Ranking
 - Google Analytics - Conversions
 - Google Keywords Planner

- Not interested in doing this yourself?
Reach out to us at

ZenilSolutions@gmail.com

Thank you for reading!



Template #1: "How to Guide" Blog Post

Instructions for use:

First identify the keyword you will be targeting for the post using your favorite keyword research tool (Ahrefs, Google keyword planner, etc.).

Next, follow the instructions below to structure your post in a way that makes sense for Google. This basic structure should work for any platform.

Also, make sure to Google your main keyword and check out the top 10 posts to see what key info they all include. You should use that as a jumping off point, but add your own original value too. Normally, aiming to add 15%-20% more of your own value to the topic.

The **green highlights** are where to include your main keyword: Title, URL slug, meta description, first paragraph, a couple of the H2 headings, and scattered several times within the text body (but only where it naturally fits).

That should be all you need for a well-optimized ‘how to’ post. Happy hunting!

Blog Post Information

Main target keyword	“ how to clean your chainsaw carburetor ”
Search intent	Informational
Primary monetization strategy	Display ads
Secondary monetization strategy	Affiliates and/or info products
URL slug	how-to-clean-your-chainsaw-carburetor
Full URL structure	https://yourwebsite[.]com/ how-to-clean-your-

	chainsaw-carburetor
Title (50-70 characters)	ChatGPT prompt [sign up for a free account here]: Write 3 compelling titles for a blog post targeting the keyword "how to clean your chainsaw carburetor". Use the exact match keyword at the beginning of the title.
Meta description (max 160 characters)	ChatGPT prompt: Write a compelling, human-sounding meta description of less than 160 characters for a blog post titled [insert your chosen title here] and targeting the exact match keyword "how to clean your chainsaw carburetor"
Internal links	Add 2-3 links in the text body to other relevant content on your site. Use contextual or exact match anchor text. Then, once this post is published, link to it from 2-3 existing relevant posts using the exact match anchor text "how to clean your chainsaw carburetor" or as close to it as possible.
Word count	Take an average of the word counts for the top 10 most relevant competing pages, then aim to write approximately 15%-20% words more.

Content Structure

[H1] Title

[Write an opening hook using the Problem-Agitate-Solution (PAS) copywriting framework]

[Make sure you use the main keyword in the first paragraph. **Put it in bold text**]

[Then give the reader what they came for, right away, in a nutshell]

E.g. "Here's how to clean your chainsaw carburetor in 8 easy steps":

[Insert numbered list of the steps]

1.

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

[Bridging sentence – adapt as you see fit] E.g. For more details of each step, keep reading.

[Context] Add 1-2 lines of supplemental information, if possible citing a relevant statistic or news article to support the importance of learning the steps covered in the article. Don't forget to add an external link to it]

[Demonstrating E-EAT] Add a few sentences about your personal experience with the topic of the how-to post, plus any impressive results you've achieved.

[Bridging sentence – adapt as you see fit] E.g. So what are we waiting for, let's dive in!

[Add Table of Contents with links]

[H2] How to clean your chainsaw carburetor in 8 easy steps

[H3] Step #1.

Break-out each step here, include images if necessary (I use Canva for this)

[H3] Step #2.

The steps in a how-to post are a **great place to strategically drop** in 1-2 call-out boxes inviting the reader to click on a product or service that could help them fulfill the step (don't over do this. Nobody likes a pushy salesman). You could use these for affiliate products, or for your own products.

[H3] Step #3.

[H3] Step #4.

[H3] Step #5.

[H3] Step #6.

[H3] Step #7.

[H2] Any additional information that’s not part of the steps

Include content here

[H2] Any additional information that’s not part of the steps

Include content here

[H2] Any additional information that’s not part of the steps

Include content here

[H2] FAQs: How to clean your chainsaw carburetor

[Insert FAQ schema here. Rank Math is great for this.]

Google the main keyword in an incognito browser and scroll down to the “People Also Ask” (PAA) section.

Select 3-5 questions that would enhance your article.

Copy the questions verbatim from PAA into the FAQ schema, then add your own unique answers. Make sure to repeat back the question at the beginning of your answer, to help Google’s bots recognize it.

For example:

Question: What is the best way to clean a carburetor?

Answer: There are a few ways to clean a carburetor, the best way to clean a carburetor, according to many research studies (etc.).

[H2] Conclusion / Final Thoughts / Wrapping up (or pick your choice)

Briefly summarize the key points of the article, then provide a compelling next step for the reader to take (make sure to relate it to your product or service).

[CTA] Finally, add your call-to-action at the end.

Checklist for On-Page SEO

	Your post is focused on your chosen keyword
	The keyword is in the H1 title
	Chosen keyword is used in the first H2 title
	URL slug contains the focus keyword
	The keyword is being used (sensibly) in the first paragraph of the post
	The post includes a featured image and the keyword is used in the alt text
	The post is using the keyword multiple time through out the body, but only where it makes sense organically.
	The meta description is clear and includes the keyword
	The content has multiple variations of the focus keyword sprinkled through-out
	The content has multiple external links to high quality sources; for example, news articles from authoritative outlets, journals, well known website related to your topic)
	The content has multiple internal links to your other relevant supporting posts
	The FAQ section is included
	Table of contents is included (recommended when post is 1300 words or more)
	Once published, you have already submitted your sitemap to Google Search Console.
	If not indexed, request indexing from Google Search Console (GSC): Copy-paste

the post's URL into GSC's "Inspect any URL" search box, then select option
"Request Indexing"

Struggling to get Google to notice your website?

Reach out to

ZenilSolutions@gmail.com

Or Visit Us At

www.zenilsolutions.com

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Thank you for reading!