SEO for Online Courses & Membership Sites

My 2 Goals For This Workshop

1. Give you some simple tactics you can DIY that will move the needle in some way on the SEO front so you get value from time invested here today >> new tactics you likely won't find from the typical SEO blogs

2. Show you a new way of looking at SEO or more accurately, how SEO works in 2018 which I *hope* will enable you to build or improve your own SEO strategy & tactics

Thinking in frameworks

Tactics
(doing)

Goals & Strategy
(thinking)

Principles, Fundamentals & Foundational Components
(rules of the game)

Where we're at with traffic & search today

1. Paid traffic from both Google AND Facebook is getting more expensive/ aka attention is getting more expensive AND that attention is increasingly fragmented

2. Google is getting better at weeding the garbage out, it rewards brands and businesses who do SEO "right" - i.e. value & engagement over old school algorithm gaps style SEO >> more intent focussed too

3. Consumers are getting more tech savvy and increasingly moving spend online - in other words, total addressable market is probably increasing

Traditional (old) SEO Approach

Keywords &
keyword research

Onpage
SEO

Backlinks

SEO in 2018 - a more holistic approach

Products/Services & Funnels Keywords & Intent Content	UI/UX & Engagement Conversions Sales
Technology & Systems SEO Best Practices Onpage SEO	Brand Online Activity Backlinks

1. - <u>Owning the SERP for your brand</u>

- Brand searches are most powerful & highest converting
- Brand searches are mostly ignored in SEO & by business owners!
- A single bad review can impact you massively - you need to protect against bad reviews
- Protect yourself against brand jacking
- Google values brand and brand mentions
- *watch for adwords on your brand terms

1. - Owning the SERP for your brand

- Simple stuff - Google, Bing & Apple Maps -> *WP Speed Fix* example
- Review funnel so reviews happen on autopilot! -> *Didgeridoo Breath* example
- Claim all key social properties, link them and distribute content regularly >> repurpose content as part of your process.

2. - Keyword Content Matching

- Rules of the game:
  1 - you need a page of content for every term you want to rank for
  2 - you must have ONLY 1 piece of content for that term (homepage doesn't count)

- So, what terms do you want to rank for?
- Where do those terms sit in the "funnel"? Remember AIDA?

2. - Keyword Content Matching
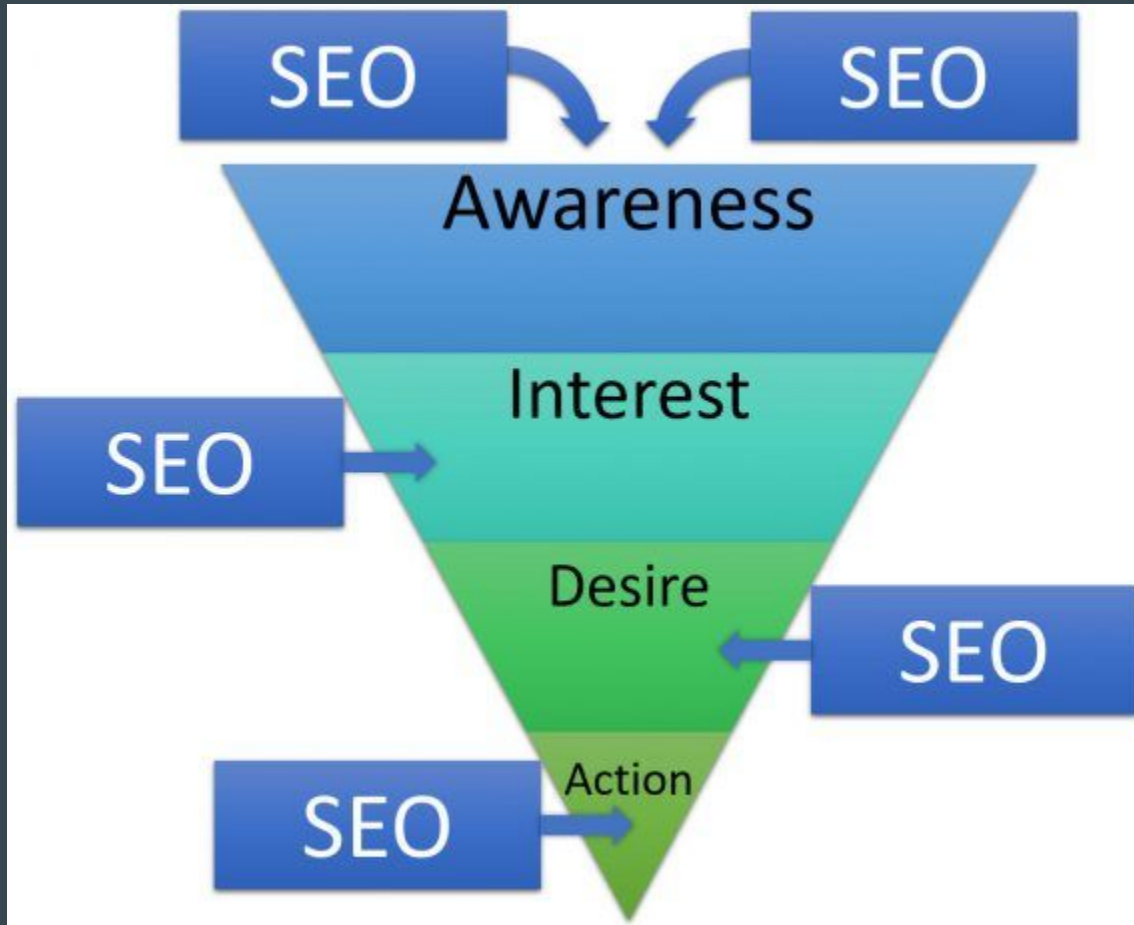
2. - Easy keyword research:

- Brand name terms
- What products & services do you sell? Is there a page for each?
- What problems do your products and services sell? -> how to fix slow wordpress example
- What does the customer need to know before buying?
- What questions are they asking?
- Google Search Console, Adwords Data, KW Everywhere & Ahrefs
- Advanced: https://ftf.agency/total-addressable-online-market/
- Spreadsheet your keywords and match to a piece of content, if there's no content for a keyword, create it!

2. - Repurpose your paid content!

- We accidentally discovered this!

  DidgeridooDojo.com example - short "preview" videos of content or some of the course for free:
  https://www.didgeridoodojo.com/advanced-didgeridoo-lessons-techniques/rim-shot-zipper-sound/

  Free content example:
  https://www.didgeridoodojo.com/circular-breathing (first half free)

3 - CTR Optimization - Social & Search

- We're fanatical about CTR - it gets no attention outside Adwords

- In the Adwords world that something as simple as swapping the top and bottom lines of your Adwords ad copy around can take CTR from 1% to 2% - that's a 100% improvement

- False assumption that "number 1" = all the traffic!
  More accurately, organic traffic = rankings AND a click
  Same with social, social traffic = shares AND a click

Examples - Natural Stacks - before

Vitamin D3 - Natural Stacks

naturalstacks.com/products/vitamin-d3 ▾

Vitamin D3 plays an integral role in regulating the neuromuscular and immune systems, as well as mood and sleep. It's also a critical hormone precursor that ...

Examples - Natural Stacks - after

Buy Vitamin D3 5,000IU with Organic Coconut Oil Capsule O…
https://www.naturalstacks.com/products/vitamin-d3
Premium, High Potency Vitamin D3 w/Cold Pressed Organic Coconut Oil for RAPID Absorption. Buy Online w/FAST, Insured Worldwide Shipping. 100% Guaranteed.

Examples - Phone in Title Tag for easy CTR

Armadale Central Physiotherapy - Phone 08-9468-8666
www.**armadale**central**physio**.com.au/ ▼

With decades of Professional Experience our **Physiotherapists** can treat a Wide Range of Conditions.

Book Online 24/7 on our Website or Phone 08-9468-8666.

Faq · Meet the Physios · Patient Information · Book an Appointment Online

Adjust phone number as necessary, eg:

Phone 7 Days: 08-9468-8666 or
Phone 24/7 - 08-9468-8666

How to:

- Write better copy, meta descriptions matter, look at competitors, outsell them in your copy (start with top 20 pages...4-6 meta descriptions an hour is a fast pace)

- Capitalize the start of all words + phone no in title tag

- All CAPS for important words, FREE, BONUS, FAST -> you can't do this for Adwords but can for SEO

- Custom Open Graph text + image for high impact pages

4. - Tracking & Analytics

- What gets measured gets managed!
- The tools we use:

Callrail.com, Luckyorange/Hotjar, Drift Livechat, Agencyanalytics, Google Search Console, SerpFox (or good rank tracker), Conversion Tracking/Google Analytics Ecommerce Tracking, CRM to track customers >> tie CRM to sales and website so you have end-to-end picture, Review monitoring

5. - Onpage & Tech Stuff

- Good quality hosting that's fast & Uptimerobot (see speed webinar)
- BACKUPS & Protect Your Domain Name!!
- Keyword content matching
- Well optimized pages - for search AND conversion
- Semrush for Onpage SEO checking
- Process Street for repeatable tasks, eg content publishing, here's a basic process to start you off:
  https://app.process.st/templates/Website-Page-Optimisation-sLsXP-i2A92cnGmUeORKKA/view

6. - Simple Link Building

- Maps - Google, Bing, Apple & Facebook! Be a real business not just a website
- Claim all social properties - link them together and share content
- Video & audio - push on all platforms, FB, Youtube, Instgram, Vimeo, Dailymotion and syndicate
- Citations - a local SEO technique
- Get on podcasts or start a podcast
- Affiliates