



# digitalsummit

AM WORKSHOP WORKBOOK

SEO OF TODAY:  
WHAT REALLY MOVES THE NEEDLE

Mindy Weinstein | Founder & President, Market MindShift

# TABLE OF CONTENTS

3	Introduction
4	Common SEO Issues to Fix
18	Personas for SEO
19	Tools & Techniques to Use
20	Exercise
30	Competitor Analysis
33	Advanced Keyword Research
33	Exercise
40	Free Keyword Research Tools
41	Content Audit
43	Website Structure
45	Exercise
51	On-page Optimization
52	Exercise
54	SEO Content
54	Tools
60	Exercise
61	Develop the Overall SEO Strategic Plan
61	What's the strategy?
63	How will the strategy be achieved (a.k.a. tactics)?
67	Put it all together to show big wins
68	About Mindy Weinstein

# INTRODUCTION

**M**astering search engine optimization (SEO) is very much like trying to hit a moving target. With hundreds of search engine algorithm changes every year, it can get overwhelming and even a little frustrating. Just when you think you have it figured out, new technology emerges, online consumers evolve and search engines publish major updates. Instead of trailing behind, it is critical that you know the tried and true SEO techniques that will drive traffic to your website today and in the future. This SEO workbook will provide you with strategic and tactical information to boost your online visibility. Throughout the sections, you will be provided with tools—both free and paid—and steps to follow. The last section allows you to put it all together and create an SEO strategic plan, but also the tactics needed to implement it.

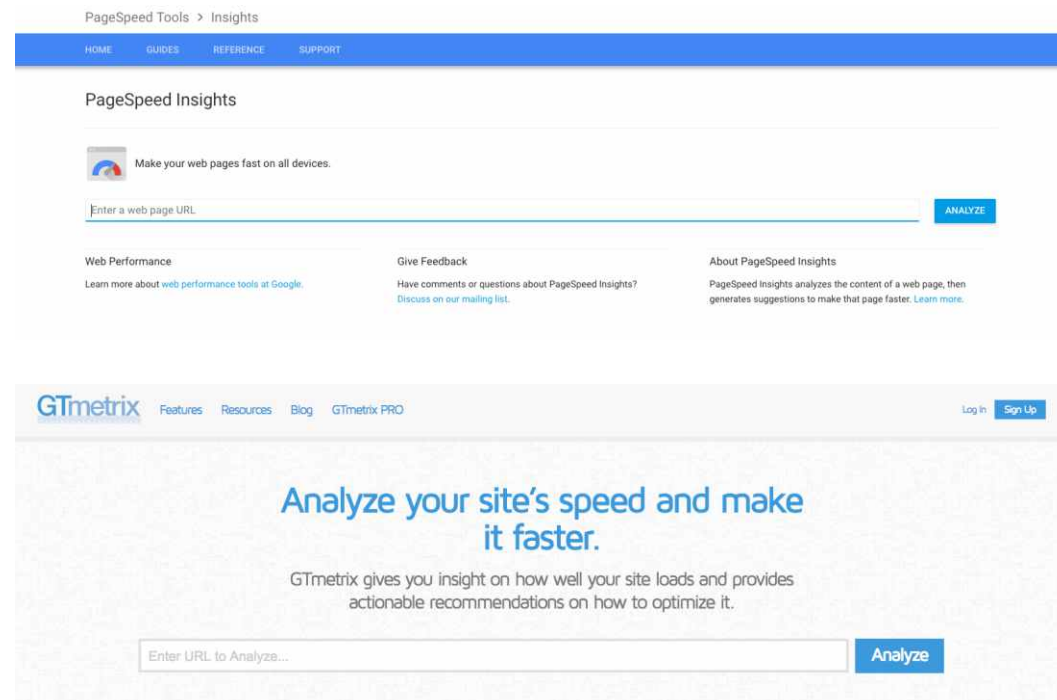
# COMMON SEO ISSUES TO FIX

Good SEO depends on a solid website foundation, meaning you must address technical and on-page issues. Some of the most common problems encountered have to do with speed, un-optimized pages, broken links, and mobile friendliness. Below are instructions on how to check these items.

## Page Speed

Speed is a factor in Google's ranking algorithm, which means the longer it takes your web pages to load, the more you are hurting yourself.

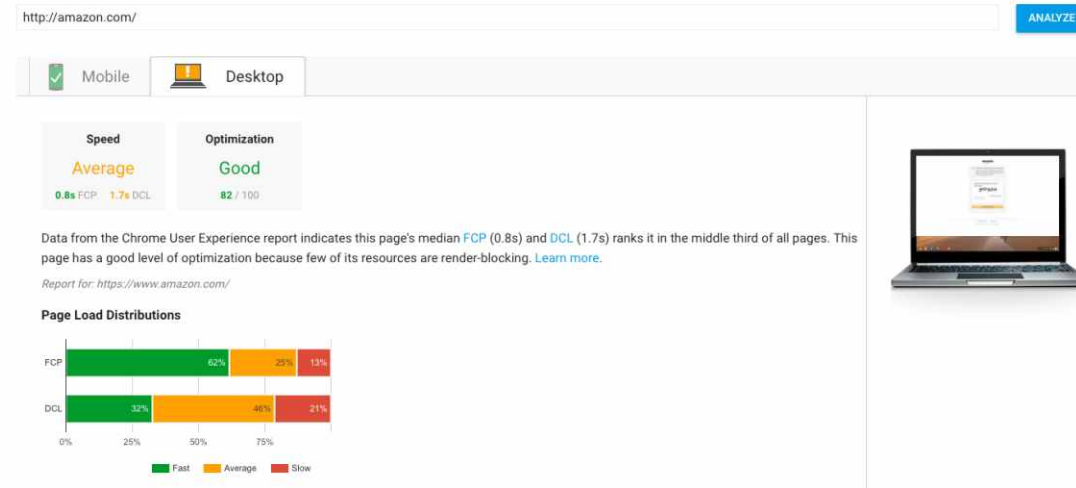
1. Use Google PageSpeed Insights (<https://developers.google.com/speed/pagespeed/insights/>) and/or GTMetrix.com (<https://gtmetrix.com/>)



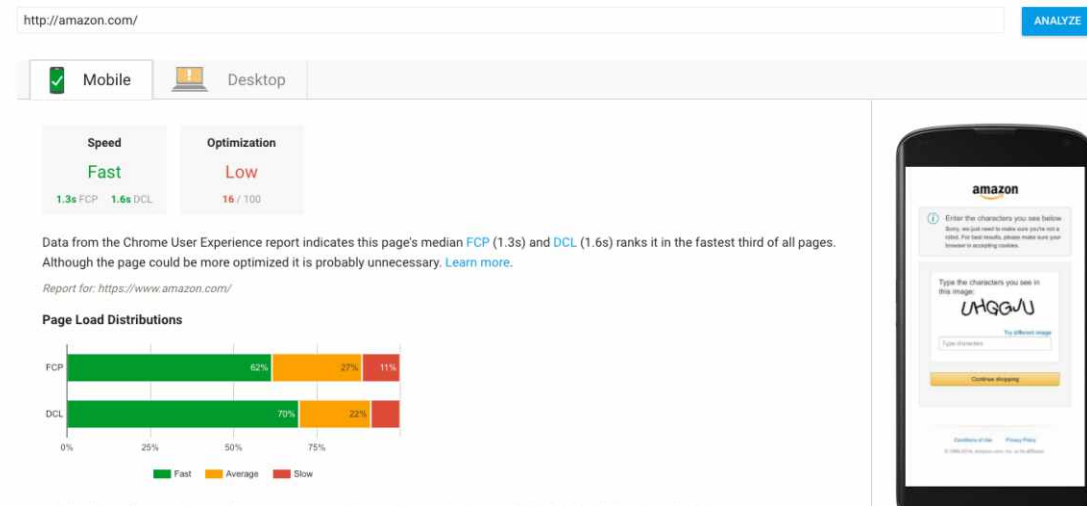
# COMMON SEO ISSUES TO FIX

## 2. Test the top pages, such as home page and category pages

### PageSpeed Insights



### PageSpeed Insights



# COMMON SEO ISSUES TO FIX

## 3. Review and implement the suggestions for improvement

### Optimization Suggestions

Eliminate render-blocking JavaScript and CSS in above-the-fold content

↳ [Show how to fix](#)

Avoid landing page redirects

↳ [Show how to fix](#)

Leverage browser caching

↳ [Show how to fix](#)

Optimize images

↳ [Show how to fix](#)

Minify HTML

↳ [Show how to fix](#)



## Poor Page Construction

Page construction includes how the web page is laid out, such as meta tags, page headings, images, and other elements. While there are many things you can check in terms of page construction, the focus for this exercise is to review titles, descriptions and headings. Download Screaming Frog (<https://www.screamingfrog.co.uk/seo-spider/>).

### 1. Crawl your website using Screaming Frog

(Once the crawl is complete, download your spreadsheet for review.)

A screenshot of the Screaming Frog SEO Spider interface. The browser address bar shows 'amazon.com'. The interface has tabs for 'Internal', 'External', 'Protocol', 'Response Codes', 'URI', 'Page Titles', and 'Meta Descripti'. Below these is a 'Filter' dropdown set to 'All' and an 'Export' button, which is highlighted with a red box and a red arrow. Below the buttons is a table with two columns: 'Address' and 'Content'. The table contains 14 rows of data, including various Amazon URLs and their content types (e.g., text/html, image/gif).

	Address	Content
1	http://amazon.com/	text/html
2	https://amazon.com/	text/html
3	https://www.amazon.com/	text/html;cha
4	https://www.amazon.com/STRING-subnav_primephotos_amazondrive/b/ref=us_f...	text/html;cha
5	https://www.amazon.com/cloudrive/ref=amb_link_2/146-2208663-4377213?...	text/html; ch
6	https://fls-na.amazon.com/1/batch/1/OP/ATVPDKIKX0DER:135-8885582-464...	image/gif
7	https://fls-na.amazon.com/1/batch/1/OP/ATVPDKIKX0DER:146-2208663-437...	image/gif
8	https://advertising.amazon.com/?ref=ext_amzn_ftr	text/html;cha
9	https://www.amazon.com/b/ref=amb_link_5/146-2208663-4377213?_encodin...	text/html;cha
10	http://www.amazon.com/b/?&node=5160028011	text/html
11	https://www.amazon.com/b/ref=nav_shopall_?_encoding=UTF8&node=1760828...	text/html;cha
12	https://www.amazon.com/AmazonFresh/b/ref=footer_aff_fresh?ie=UTF8&node=...	text/html;cha
13	https://www.amazon.com/compare-credit-card-offers/b/ref=footer_ccmp?ie=UT...	text/html;cha
14	http://www.amazon.com/gp/redirect.html/ref=gw_m_b_ir?_encoding=UTF8&locati...	text/html



# COMMON SEO ISSUES TO FIX

2. Review page titles and meta descriptions for missing or duplicate tags
3. Review H1 tags to ensure every page has one

\*Advanced Note: while you are reviewing on-page elements, not only should you ensure you have these important tags, but make sure they are using keywords appropriate to the page and that the content is compelling to a visitor.

## Broken Links

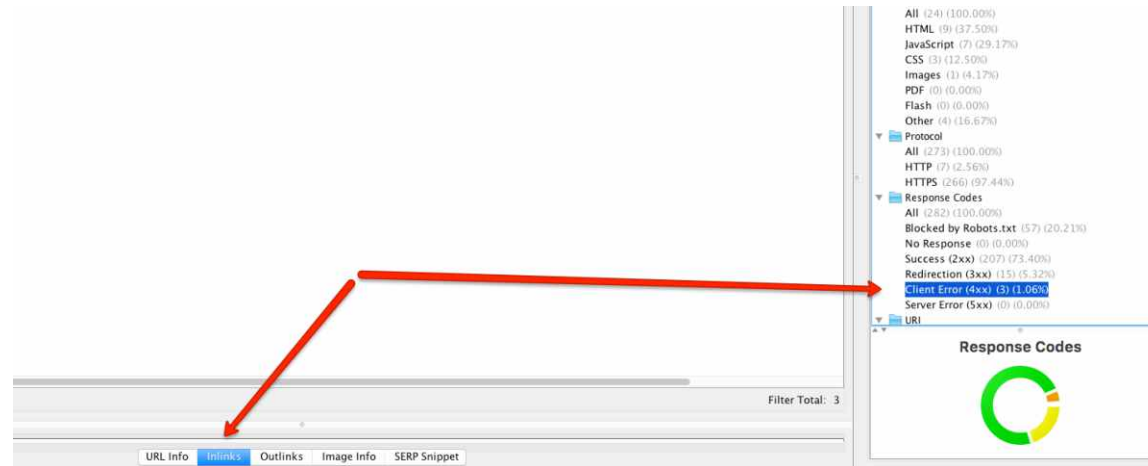
Screaming Frog can help you with this exercise. Broken links are a quality issue, not to mention an annoyance for users.

1. Crawl your website with Screaming Frog
2. Click the "'Response Codes' tab & 'Client Error (4XX)' Filter" To View Broken Links



# COMMON SEO ISSUES TO FIX

## 3. Identify the source of the broken links by viewing "Inlinks"



Visit this page for the full tutorial on using Screaming Frog to find broken links:

<https://www.screamingfrog.co.uk/broken-link-checker/>.

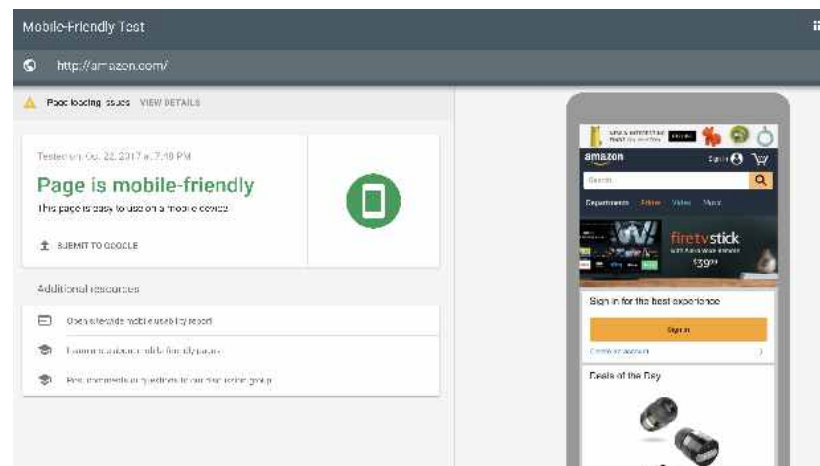
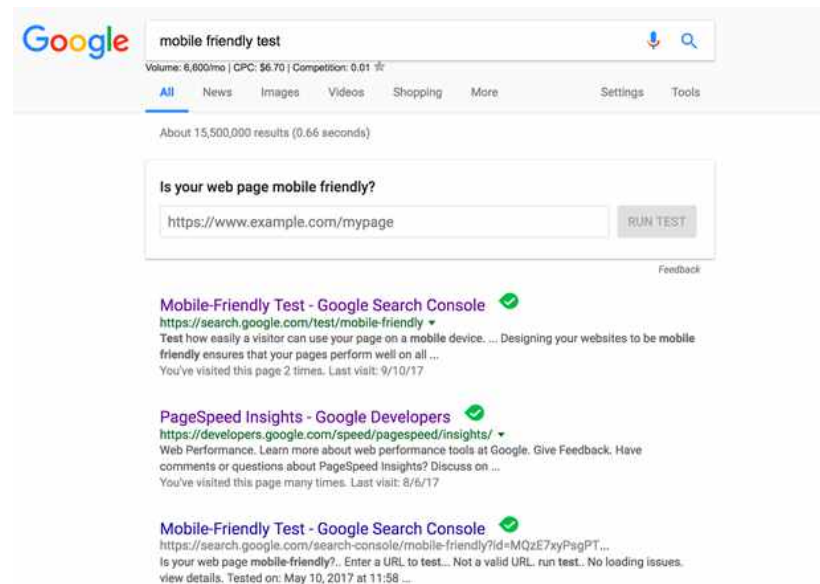


# COMMON SEO ISSUES TO FIX

## Mobile Friendliness

A website must be mobile friendly, which is required for users and search engines.

### 1. Run top pages through Google's Mobile Friendly Testing Tool

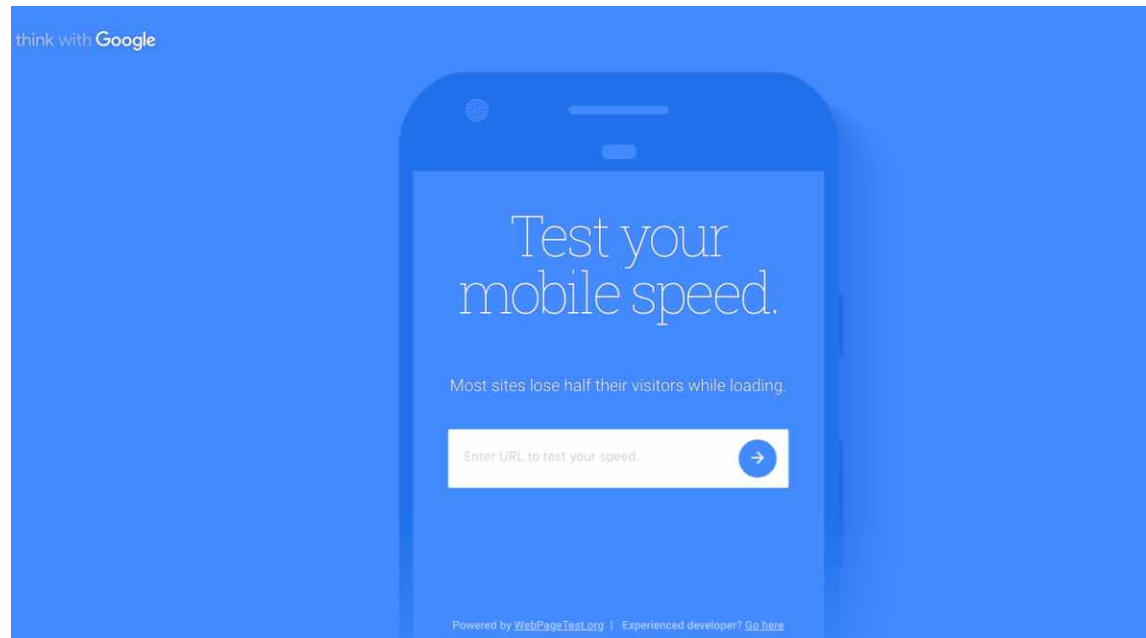


# COMMON SEO ISSUES TO FIX

## 2. View Google Search Console for mobile errors



## 3. Test mobile speed using Think with Google



# COMMON SEO ISSUES TO FIX

What to Check	Description	Tool	Ok? (Y/N)
XML sitemap submitted to Google Search Console	Submitting an XML sitemap helps refresh Google's index.	Google Search Console	
Separate XML sitemaps	Use separate XML sitemaps for various media, such as images and videos. If you are a news website, use a news XML sitemap too.	Google Search Console	
Whether the website is getting fully spidered	There are multiple reasons why a website might not be fully spidered, including page speed.	<a href="http://gtmetrix.com">GTMetrix.com</a> or <a href="http://developers.google.com/speed/pagespeed/insights/">Developers.google.com/speed/pagespeed/insights/</a>	
XML sitemap link in robots.txt	Some search engines will try to auto discover the XML sitemap in the robots.txt file.	View robots.txt	
Print pages on the site	Print pages should be using CSS or unique URLs to avoid duplicate content.	"Web Developer" plugin ( <a href="http://chrispederick.com/">http://chrispederick.com/</a> ) > <a href="#">Validate CSS</a>	
XML sitemap existence	An XML sitemap is used for indexing.	FTP access or Google Search Console	
Anchor text used in inbound links	Too much keyword-rich anchor text in inbound links can make the website susceptible to a penalty.	<a href="http://majestic.com">Majestic.com</a>	
Outbound links	Websites are expected to link out to relevant, high quality sites.	Screaming Frog	
Trustworthiness of inbound links	Links from untrustworthy sites can hurt your website.	<a href="http://majestic.com">Majestic.com</a>	

# COMMON SEO ISSUES TO FIX

What to Check	Description	Tool	Ok? (Y/N)
Content themes	A website that is organized into themes helps the search engines understand what the site is about and also helps the user. Therefore, content should be organized into themes, by linking subpages to landing pages (i.e. subcategory pages to category pages).	View the website	
Global navigation	Global navigation links should be connected to important pages that are internal to the website.	View the global navigation	
Crawlable links	Crawlable links make it easier for search engine spiders to read and index your site's content.	Screaming Frog	
Preferred domain declaration in Google Search Console	Google will reference the domain preference when crawling your site and indexing refreshes.	Google Search Console	
Duplicate meta description tags	Every page should have a unique meta description.	Google Search Console > Search Appearance > HTML Improvements	
Missing meta description tags.	Every page should have a unique meta description.	Google Search Console > Search Appearance > HTML Improvements	
Missing title tags	Every page should have a unique title tag.	Google Search Console > Search Appearance > HTML Improvements	
Duplicate title tags	Every page should have a unique title tag.	Google Search Console > Search Appearance > HTML Improvements	
Broken links	Broken links can lead to crawl errors and are also a poor user experience.	Screaming Frog	

# COMMON SEO ISSUES TO FIX

What to Check	Description	Tool	Ok? (Y/N)
JavaScript redirects	301 redirects are preferred over JavaScript redirects.	<a href="http://www.redirect-checker.org/">http://www.redirect-checker.org/</a>	
Meta refresh redirects	301 redirects are preferred over meta refreshes, which have been associated with spam.	<a href="http://www.redirect-checker.org/">http://www.redirect-checker.org/</a>	
Deferred JavaScript parsing	Deferring parsing of JavaScript until it needs to be executed helps improve page load speed.	<a href="http://gtmetrix.com">GTMetrix.com</a> or Google Page Speed Insights ( <a href="https://developers.google.com/speed/pagespeed/insights/">developers.google.com/speed/pagespeed/insights/</a> )	
Image file sizes	Image file size can hurt page load speed. Consider compressing images.	<a href="http://gtmetrix.com">GTMetrix.com</a> or Google Page Speed Insights ( <a href="https://developers.google.com/speed/pagespeed/insights/">developers.google.com/speed/pagespeed/insights/</a> )	
Mobile friendliness	Mobile-friendly is factor in Google's ranking algorithm.	Google Mobile Friendly Tool ( <a href="https://search.google.com/search-console/mobile-friendly">search.google.com/search-console/mobile-friendly</a> )	
Meta robots tag	The meta robots tag notifies search engines whether or not the Web page should be indexed and if links should be followed.	Screaming Frog	
CSS externalization	Too much CSS or even too many files can clutter your code and slow down page speed.	View page source code	
Hidden content	Hidden content can result in a penalty.	Ctrl + A (highlights all the text on the page)	
Hidden links	Hidden links can result in a penalty.	View page source code	

# COMMON SEO ISSUES TO FIX

What to Check	Description	Tool	Ok? (Y/N)
Duplicate content - internal & external	Duplicate content can lead to filtering in search results and a quality issue for your website.	<a href="https://www.copyscape.com">Copyscape.com</a>	
HTML sitemap	Every site should have an HTML sitemap.	Google search, use the command site: and inurl:sitemap or sitemap. Also look in the website footer.	
Image alt attributes	Alt attributes are used to help those with disabilities, but they can also be optimized.	"Web Developer" plugin ( <a href="http://chrispederick.com/">http://chrispederick.com/</a> ) for Chrome or Firefox.	
Soft 404 errors	A 404 page should return a 404 server status code, not a 200.	<a href="https://seotools.com">SEOTools.com</a> > Server Response Checker	
Page load speed	Page speed is a factor in the ranking algorithm.	<a href="https://gtmetrix.com">GTMetrix.com</a>	
Heading tags	Heading tags should be in sequential order and only one <H1> should appear on each page.	<a href="https://seoreviewtools.com/html-headings-checker">Seoreviewtools.com/html-headings-checker</a>	
404 errors	Too many 404 errors, meaning page not found, can become a quality issue for your website.	Google Search Console >Crawl Errors	
Custom 404 page	Every website should have a custom 404 page for user experience.	Type a URL into the browser address bar that doesn't exist, such as <a href="http://www.yourdomain.com/fakepage">http://www.[yourdomain].com/fakepage</a> .	
Content length (word count)	Too little content, or even too much content, can impact your rankings. Make sure you are aligned with your competition.	View page source code, body text.	

# COMMON SEO ISSUES TO FIX

What to Check	Description	Tool	Ok? (Y/N)
Structured data markup existence	Structured data markup helps define the content on the page.	Google Search Console > Search Appearance > Structured Data	
Structured data markup validation	Structured data markup helps define the content on the page.	Google Developers Structured Data Testing Tool ( <a href="https://search.google.com/structured-data/testing-tool">https://search.google.com/structured-data/testing-tool</a> )	
Structured data markup validation	Structured data markup helps define the content on the page.	Google Developers Structured Data Testing Tool ( <a href="https://search.google.com/structured-data/testing-tool">https://search.google.com/structured-data/testing-tool</a> )	
Robots.txt file	The robots.txt file provides a directive to search engines. Make sure it is formatted correctly. View: <a href="https://developers.google.com/webmasters/control-crawl-index/docs/robots_txt">https://developers.google.com/webmasters/control-crawl-index/docs/robots_txt</a>	Type the following URL into the browser address bar to see if the file exists: <a href="http://www.[yourdomain].com/robots.txt">http://www.[yourdomain].com/robots.txt</a>	
Permanent redirects	301 redirects should be used for URLs that have permanently moved or changed. 302 redirects should not be used.	Screaming Frog	
Server response codes (i.e. 403, 500)	Server response codes provide direction to browsers and spiders. View the list of codes here: <a href="http://www.w3.org/Protocols/rfc2616/rfc2616-sec10.html">http://www.w3.org/Protocols/rfc2616/rfc2616-sec10.html</a>	Screaming Frog	
Cloaking	Cloaking is software on a server that presents different content based on the user agent. Often it is considered spam.	SEO Cloaking Checker ( <a href="http://www.seotools.com/seo-cloaking-checker/">http://www.seotools.com/seo-cloaking-checker/</a> )	



# COMMON SEO ISSUES TO FIX

What to Check	Description	Tool	Ok? (Y/N)
Non-www URLs & www URLs	Non-www URLs should redirect to the www versions on the website or vice versa, using a 301.	Type a website URL with and without www in separate browser windows to determine if both resolve or if one page redirects to the other.	
URL structure	Complex URLs might not be indexed.	Google Search Console	
Redirect chains	If there are redirects that look like this: Page A > Page B > Page C > Page D, then it is a redirect chain that can become problematic for bots. Ensure the 301 redirect points directly to the final page URL.	Redirect Checker ( <a href="http://www.redirect-checker.org/">http://www.redirect-checker.org/</a> )	
Non-secure URLs & secure URLs	Non-secure URLs should redirect to the secure versions on the website.	Check if secure pages are currently indexed by perform a Google search for your domain as follows: site:[yourdomain].com inurl:https	
AMP pages	Are the Google guidelines being met? For example, has the AMP page been validated and is the canonical tag used appropriately? View: <a href="https://support.google.com/webmasters/answer/6340290?hl=en#discovery">https://support.google.com/webmasters/answer/6340290?hl=en#discovery</a>	AMP Test ( <a href="https://search.google.com/search-console/amp">https://search.google.com/search-console/amp</a> )	
URL parameters	Keep the number of parameters in URLs to 2 or under.	Screaming Frog	
Doctype declaration	The doctype declaration lets browsers know which version of HTML or XHTML is used.	Doctype Test ( <a href="https://seositecheckup.com/tools/doctype-test">https://seositecheckup.com/tools/doctype-test</a> )	

## COMMON SEO ISSUES TO FIX

What to Check	Description	Tool	Ok? (Y/N)
HTML code - whitespace and excessive comments	Whitespace and excessive comments in HTML can slow down spiders.	View page source code	
Google manual actions	If Google takes manual action against a website, it will be reported in Google Search Console.	Google Search Console	
Broken image links - internal and external	Broken links can lead to crawl errors and are also a poor user experience.	Screaming Frog	

## PERSONAS FOR SEO

“The more you know about the people you are communicating with, the easier it will be to concentrate on their needs—which, in turn, will make it easier for them to hear your message, understand it, and respond positively.” (Bovee & Thill, 2011, p. 15-16).

Learn as much as you can about your target audience, as it will help your SEO efforts. It will be easier once you know a little about your ideal website visitors to choose the right keywords, optimize your content and even get links. For example, when you know someone’s main concerns, you can get a better feel for what they might search. When you know your interests, you can determine what other websites they might frequent, which could turn into great link targets for you.

Most people think of personas for content and social media only. However, a great SEO campaign also defines personas in advance, which are representations of your ideal customers based on market research and actual data about your existing customer base.

## TOOLS & TECHNIQUES TO USE


There are a variety of ways that you can gather information about your ideal website visitors, which will be used to define the personas.

- **Interviews:** Interview existing customers and pay careful attention to how they describe their problems. Those are keyword opportunities.
- **Internal Departments:** Depending on the size of your organization, other departments will have information to help you. For instance, the customer service and sales departments will know what people ask the most and what seems to interest them.
- **Surveys:** If you have an existing customer base, you can send out a survey asking questions to help you understand them better.
- **Analyze Social Followings:** Analyze either your company's social following or your competitors' (or both). A tool, such as Demographics Pro, can help you identify common characteristics about your audience (<http://www.demographicspro.com/>).
- **Website Analytics:** Use Google Analytics, or whatever tool that is tracking your website analytics, to determine what content is moving people to action. What did they click? How long did they stay? Did they buy? Action such as these can give you a glimpse into what motivates your website visitors.
- **Keyword Research:** This is very much putting the "cart before the horse," but if you know some of your keywords, use a keyword research tool, such as the KSP Tool (<http://www.seotools.com/ksp-tool/>), to discover demographic data associated with it.

# PERSONAS FOR SEO

## EXERCISE

Fill out the following templates to create your SEO personas. You can also use <http://www.makemypersona.com/> for additional help.



Finance Frank

CEO Tom

Human Resources Hannah

The Awesome Buyer Persona Word Doc Generator.

Need help making your persona? This step-by-step wizard will guide you through the process of creating your own personalised buyer persona.

**Start Making My Persona!** press ENTER

EXERCISE

Persona #1

Demographics	
Gender	
Age	
Education	
Occupation	
Income	
Marital Status	
Region	

EXERCISE

Persona #1

Psychographics	
Lifestyle	
Habits	
Values	
Interests	
Opinions	
Activities	



EXERCISE

Persona #1

Real Quotes	
Quote #1	
Quote #2	
Quote #3	
Quote #4	
Quote #5	

EXERCISE

Persona #2

Demographics	
Gender	
Age	
Education	
Occupation	
Income	
Marital Status	
Region	

EXERCISE

Persona #2

Psychographics	
Lifestyle	
Habits	
Values	
Interests	
Opinions	
Activities	

EXERCISE

Persona #2

Real Quotes	
Quote #1	
Quote #2	
Quote #3	
Quote #4	
Quote #5	

EXERCISE

Persona #3

Demographics	
Gender	
Age	
Education	
Occupation	
Income	
Marital Status	
Region	

EXERCISE

Persona #3

Psychographics	
Lifestyle	
Habits	
Values	
Interests	
Opinions	
Activities	

EXERCISE

Persona #3

Real Quotes	
Quote #1	
Quote #2	
Quote #3	
Quote #4	
Quote #5	



# COMPETITOR ANALYSIS

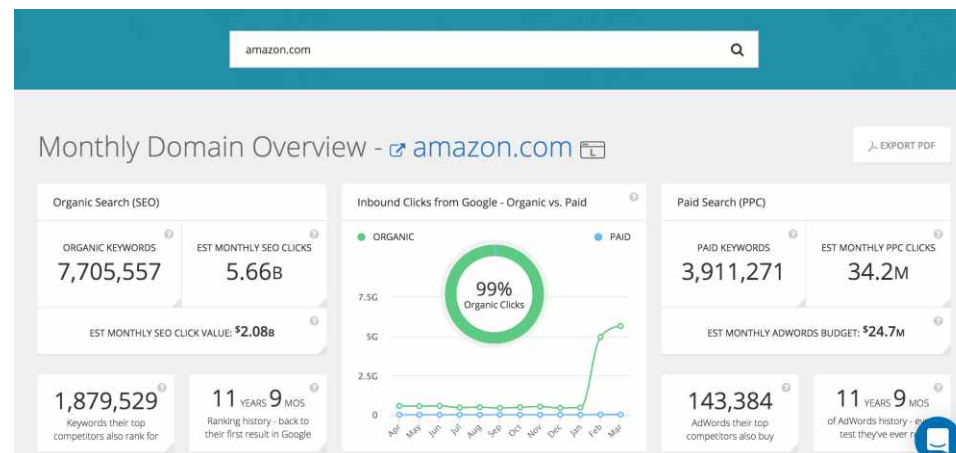
You are not trying to be the best website out of millions—instead, you are just trying to compete with the top 1-5 in search results. Your competitors will vary depending on your keywords. Competitors are websites that are taking the top spots in the SERPs. It is important to understand why those pages might be ranking and the natural behavior of the pages.

To do a competitor analysis, use such tools as:

- SpyFu
- Majestic
- SEMRush
- Google
- GT Metrix or Google PageSpeed Insights

## What to Check

If there are close competitors, get a feel for what they are doing good (and possibly bad). Use SpyFu for an overall view of the domain.



# COMPETITOR ANALYSIS

Some other items you will want to identify include the following:

Trustworthiness: Use Majestic.com



Number of backlinks: Use Majestic.com



# COMPETITOR ANALYSIS

Number of linking domains: Use Majestic

Number of indexed pages: Conduct site: search query in Google

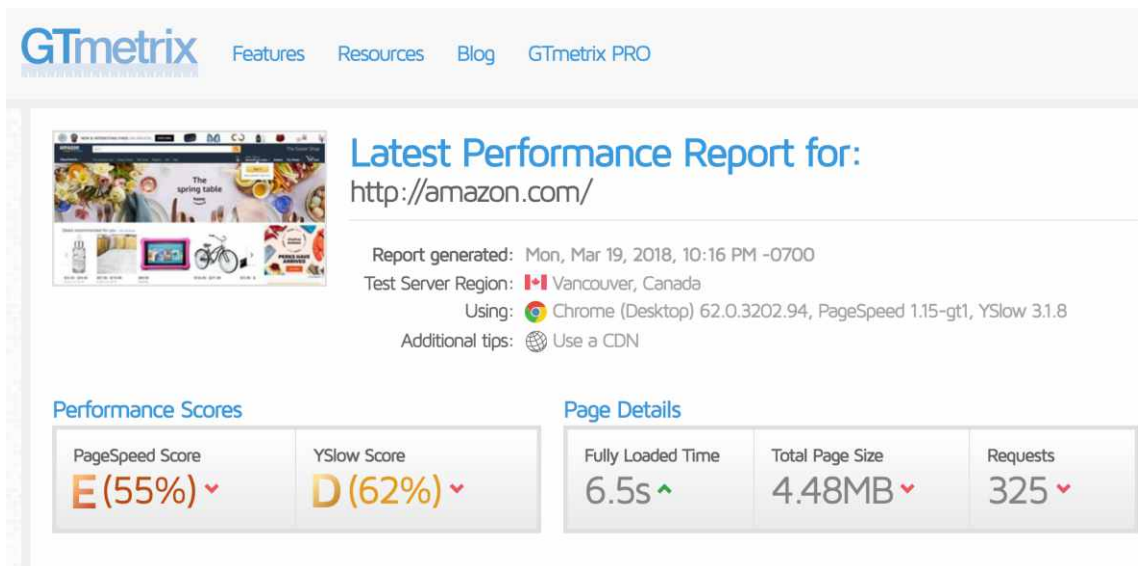


site:amazon.com

Google Search

I'm Feeling Lucky

Page speed



# ADVANCED KEYWORD RESEARCH

Keyword research is much more involved than simply generating a list of words and phrases and validating the search volume. In terms of keyword research, not only should you know the volume of searches for each word, but also you should know the search intent behind those keywords.

Follow this roadmap for deeper, more meaningful, keyword research.

## EXERCISE

### 1. Start the seed list

This first step is basic and likely not news to you. Begin the process with good old-fashioned brainstorming. No tools, just you, a notepad and a pen. Refer back to your persona research to incorporate the phrases used by your target audience. Use the following table to initiate your brainstorming. There are two columns: Keyword and Category. The Category section keeps your keywords organized, as your keyword targets should match the categories or themes of your website.

# ADVANCED KEYWORD RESEARCH

## EXERCISE

Keyword	Category

# ADVANCED KEYWORD RESEARCH

## EXERCISE

If you want to get even deeper into your research, use the seedkeywords tool (<http://www.seedkeywords.com/>).



Using seedkeywords, create a search scenario that aligns with your brand, product or service and invite people to try to solve it by entering the keywords they would use in search.

# ADVANCED KEYWORD RESEARCH

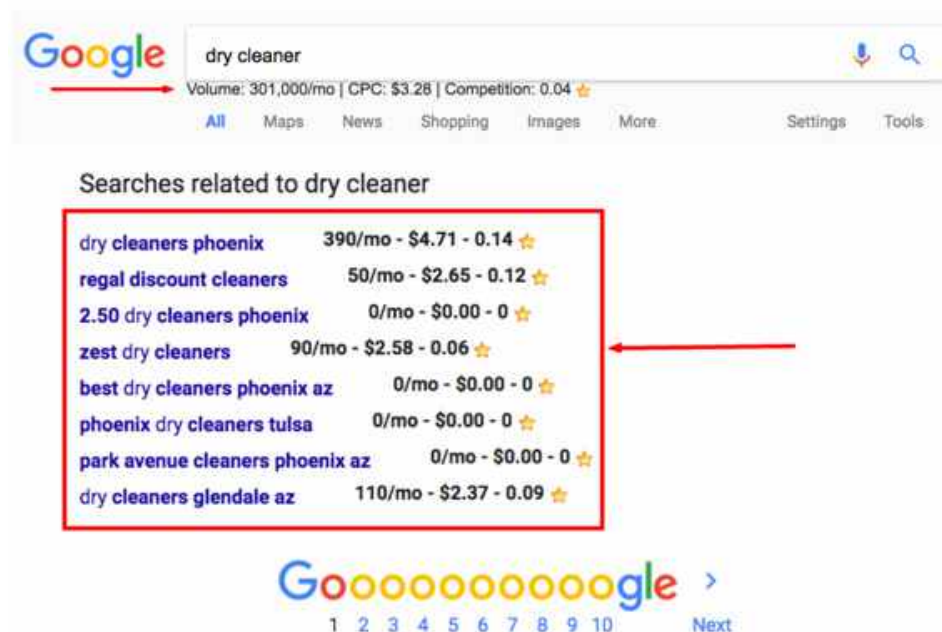
## EXERCISE

### 2. Grow the list

Now is the point where keyword research tools are necessary. Use a tool such as SEMRush or Moz to help you grow your list. Identify related keywords that match your website themes. For the purpose of the workshop exercise, use a free tool listed at the end of this section.

### Keyword Research Hack

Use the Keywords Everywhere browser plugin (<https://keywordseverywhere.com/>) to get search volume directly in SERPs. You can easily add them to your list and export to Excel. See the screenshots below for an example.





## EXERCISE

### 3. Validate search volume

Now that the keyword list is pretty hefty, it's time to validate search volume. Don't discount keywords just because query volume isn't as high as others—often, these low volume keywords are easy targets and can generate quality traffic. Again, use a paid or free keyword tool already mentioned.

### 4. Identify the search intent

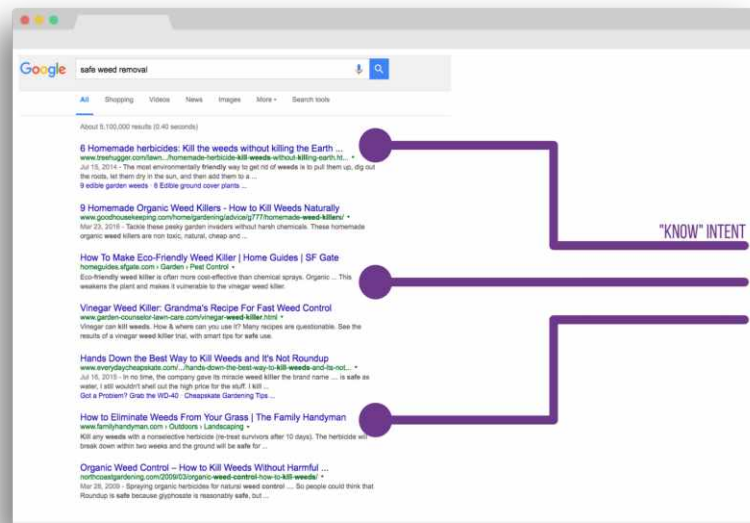
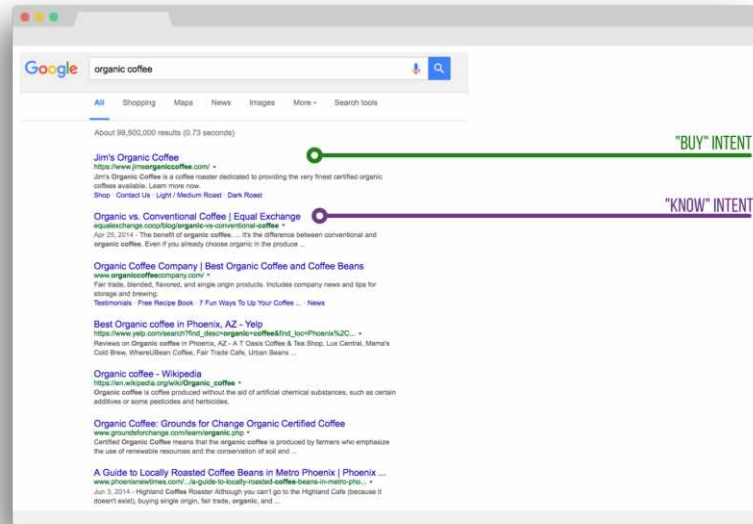
This step is where keyword research can get more relevant and turn into a game changer for your SEO campaign. It's not enough to merely identify keywords and volume—you need to know the search intent behind the keywords. Intent falls into two main categories: Know and Buy. Know queries are research based and lead searchers to robust information on a topic. Buy queries are purchase-based, meaning someone is looking to buy something.

The page architecture and associated words used will vary based upon the intent. For example, a shopping page tends to have less words than an information page, but more images. It also generally has ecommerce terms, such as "order," "shipping," and "return policy." This would be natural behavior that you should follow with your website. You need to know what searchers and search engines expect to find with a certain keyword query. Is it an informative article or a product page? Gathering search intent in the keyword research phase will save you time later.

This research will require you to go to Google search and query your words. Pay careful attention to the listings that appear.

# ADVANCED KEYWORD RESEARCH

## EXERCISE



# ADVANCED KEYWORD RESEARCH

## EXERCISE

Once you have done the search intent research, you should add that information to your keyword research spreadsheet and add more columns, much like the following.

Keyword	Search Volume	Search Intent	Category

# ADVANCED KEYWORD RESEARCH

## FREE KEYWORD RESEARCH TOOLS

- [Answerthepublic.com](http://Answerthepublic.com)
- Bing Keyword Research Tool (<http://www.bing.com/toolbox/keywords>)
- [Keyword.io](http://Keyword.io)
- [Keywordseverywhere.com](http://Keywordseverywhere.com)
- KSP Tool (<http://www.seotools.com/ksp-tool/>)
- SeoStack Chrome extension (<http://blog.seostack.net/chrome-extension>)
- [Soovle.com](http://Soovle.com)
- [Ubersuggest.io](http://Ubersuggest.io)

# CONTENT AUDIT

Know which pages are working and which ones are not in terms of SEO. Pages with high exit rates, thin content and/or low time on page might need to be reworked, combined or even deleted. Content audits should be conducted. Follow the instructions below to audit your existing pages and look for opportunities.

1. **Gather your pages.** Use Screaming Frog to crawl your website.  
Then, download all pages into an Excel spreadsheet.
2. **Get page metrics.** Use URL Profiler (there is a free trial version). Include the following:
  - a. Links on the URL Level (use Majestic, Moz or Ahrefs)
  - b. Google Analytics
  - c. Google Indexation
  - d. Mobile Friendly
  - e. PageSpeed
  - e. Readability
  - e. Copyscape (duplicate checker)

The screenshot displays the URL Profiler tool interface, which is used for auditing website content. The interface is divided into several sections with checkboxes for selecting specific metrics and data to be collected during the crawl.

- Domain Level Data:** Includes checkboxes for Majestic (Paid), Moz (Free), Ahrefs, SEMrush Rank, Alexa Data, Social Shares, Social Accounts, Email Addresses, Whois Emails, Whois Information, Site Types, IP Address, Bing Outbound Links, Malware Check, Google Indexation, and Wayback Machine.
- URL Level Data:** Includes checkboxes for Majestic (Paid), Moz (Free), Ahrefs, HTTP Status, Robots Access, Screen Capture, Social Accounts, Social Shares, and Email Addresses.
- Google:** Includes checkboxes for Google Analytics, Mobile Friendly, Search Analytics, Mobile PageSpeed, Google Indexation, and Desktop PageSpeed.
- Content Analysis:** Includes checkboxes for Readability, Duplicate Content, uClassify, Copyscape, and Custom Scraper. There is also a CSS Selector field with the example "eg div.content or #content".
- Link Analysis:** Includes a Domain to Check field with the example "eg www.example.com or example.com" and buttons for Anchors, Disavowed, Whitelist, and Blacklist.
- URL List:** A large table on the right side of the interface for listing URLs to be audited. It has a header row labeled "URL" and many empty rows below it.
- Run Profiler:** A button at the bottom right of the interface.

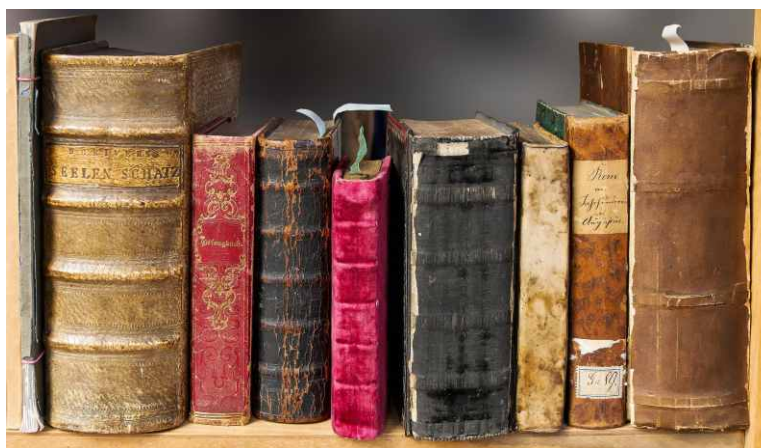
Right click on the list above to Import or add URLs

# CONTENT AUDIT

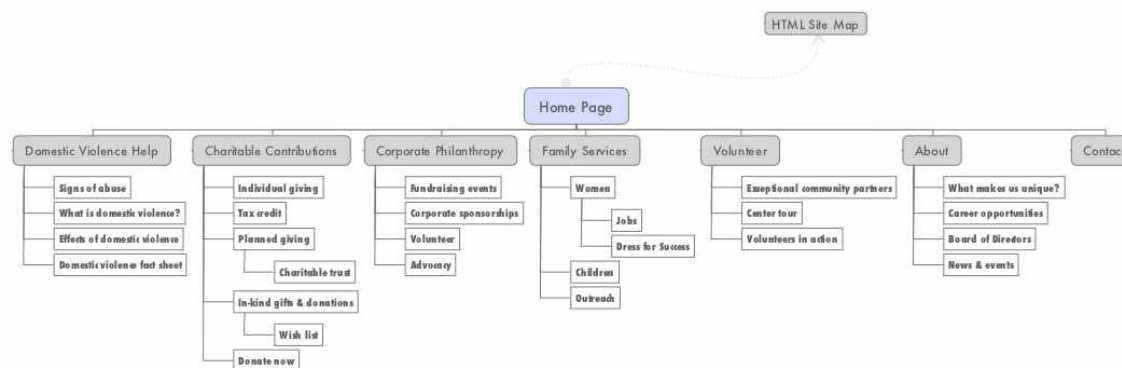
3. **Sort the spreadsheet.** If the website is fairly large, start with the pages that are most important to your company, or client, and work your way down the list. I set up a custom sort in Excel that looks like the following: Sessions (lowest to highest) > Time on Page > Exits > Exit Rate. In addition, look for duplicate content and low word counts. Include a column in the spreadsheet with notes, so you can detail why you are identifying the page as weak and recommended action steps.

# WEBSITE STRUCTURE

One of the best ways to generate more traffic and show Google that your website contains helpful information is through themes. However, there has to be a strategy when creating these themes, which leads to website structure. You need to think of your website like a book filled with chapters. Each of the categories represents a chapter and your job is to fill that chapter with relevant information. The content also has to be linked together, just like you would segment a book based on chapters and sub sections. This will show your potential customers and the search engines what your website is about and will build your topical density.



The ideal website structure would look similar to the following, which was created for a domestic violence center:



## WEBSITE STRUCTURE

To build a theme, you need at least five pages, which includes your main landing page. Using the same example as above, a theme for Domestic Violence would look like the following:

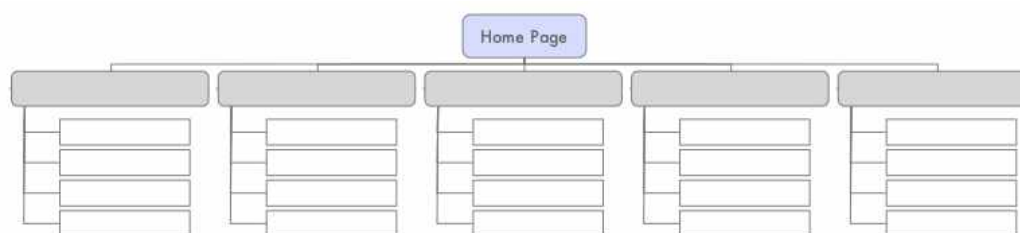


The blue boxes represent supporting pages. The circle represents the landing page. The blue arrows are links pointing to the landing page, while the white arrows are links between some of the supporting pages.



## EXERCISE

What does your website look like now? Below is a blank structure, which resembles an organizational chart. The same type of structure should be used for your website.



Below are steps to help you create your website structure.

### 1. Know your keywords.

The themes of your website are based on your primary keywords. Select the top keywords that you will use when structuring your website.

### 2. Crawl your website.

Use Screaming Frog or another crawler to capture all of the pages on your website. Export to a spreadsheet.

### 3. Select your landing page.

You likely already know the pages you want to appear in search results for your coveted keywords. Those will be your landing pages when creating your themes.

### 4. Organize your spreadsheet.

Go through your spreadsheet of URLs and identify pages that can be grouped into themes/categories.

## EXERCISE

### 5. Decide on a physical or virtual structure.

If possible, you will organize your themes based upon a physical directory structure, i.e. [domain].com/domestic-violence/signs-of-abuse. If that is not possible, use internal links to connect your pages and create the theme.

Start today. Consider your keywords and pages. Begin to organize the structure.

Theme 1:	_____
Landing Page	
Existing/New URL:	_____
Keyword Focus:	_____
Supporting Page	
Existing/New URL:	_____
Keyword Focus:	_____
Supporting Page	
Existing/New URL:	_____
Keyword Focus:	_____
Supporting Page	
Existing/New URL:	_____
Keyword Focus:	_____

## EXERCISE

Theme 2:

---

**Landing Page**

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

Supporting Page

Existing/New URL:

---

Keyword Focus:

---

EXERCISE

Theme 3:	
Landing Page	
Existing/New URL:	
Keyword Focus:	
Supporting Page	
Existing/New URL:	
Keyword Focus:	
Supporting Page	
Existing/New URL:	
Keyword Focus:	
Supporting Page	
Existing/New URL:	
Keyword Focus:	
Supporting Page	
Existing/New URL:	
Keyword Focus:	

EXERCISE

Theme 4:	
Landing Page	
Existing/New URL:	
Keyword Focus:	
Supporting Page	
Existing/New URL:	
Keyword Focus:	
Supporting Page	
Existing/New URL:	
Keyword Focus:	
Supporting Page	
Existing/New URL:	
Keyword Focus:	
Supporting Page	
Existing/New URL:	
Keyword Focus:	

EXERCISE

Theme 5:	
Landing Page	
Existing/New URL:	
Keyword Focus:	
Supporting Page	
Existing/New URL:	
Keyword Focus:	
Supporting Page	
Existing/New URL:	
Keyword Focus:	
Supporting Page	
Existing/New URL:	
Keyword Focus:	
Supporting Page	
Existing/New URL:	
Keyword Focus:	

## ON-PAGE OPTIMIZATION

On-page optimization is an integral part of website structure. Many businesses, or the agencies they hire, are still practicing “old school SEO.” They know that in the past, they could optimize one page for one keyword and get that page to show up high in search results. Things have changed and companies are now missing the mark. They don't consider what questions people are going to ask. Make sure you consider these questions. For example, what are some of the ways your customers describe their problems or their needs? How do they form these problems and needs into questions? Let's take the language they are using and the things they care about to determine our keywords and phrases. Then we can craft the right message on our website. That's SEO. It's marketing. It's also content. It's all these things together.

On-page optimization isn't just about using the right words on the page. It is creating quality content that is appropriately structured using natural characteristics for the targeted keywords. That is how you show the search engines and your prospects that you are a subject matter expert. You must use every reasonable (non-spam) opportunity to use keywords appropriately in a website, otherwise, you are missing important ranking signals.

## EXERCISE

Use tools, such as Bruce Clay's Single Page Analyzer (<https://www.bruceclay.com/blog/free-seo-analyzer/>) or the SEO Chat On-Page SEO Optimization Analysis Tool (<http://tools.seo.chat.com/tools/seo-on-page-analysis/>), to analyze the top 5 to 10 pages ranking for each of your keywords targets. Review the following.

1. Title tags
  - a. Length
  - b. Word usage
2. Meta descriptions
  - a. Length
  - b. Word usage
3. Body text
  - a. Length
  - b. Word usage
  - c. Other common words (words that seem to appear on multiple competitors' pages)

After gathering that data, you can compile it into a table, so you can edit existing content or use for new pages.



EXERCISE

Page	Keyword Focus	Title Specs	Description Specs	Body Word Count	Keyword Density	Other Words

# SEO CONTENT

Content is the crux of a good SEO campaign. You need optimized pages to attract the right traffic to your website. You also need interesting, entertaining and/or informative content to attract links. The following tools can help in identifying topics and questions associated with your keywords. Keep in mind, these are topics you can use on your blog, in articles, on YouTube and even as an approach to get into Google's Featured Snippets (read this article for more information: <https://research.hubspot.com/winning-googles-featured-snippet>).

## TOOLS

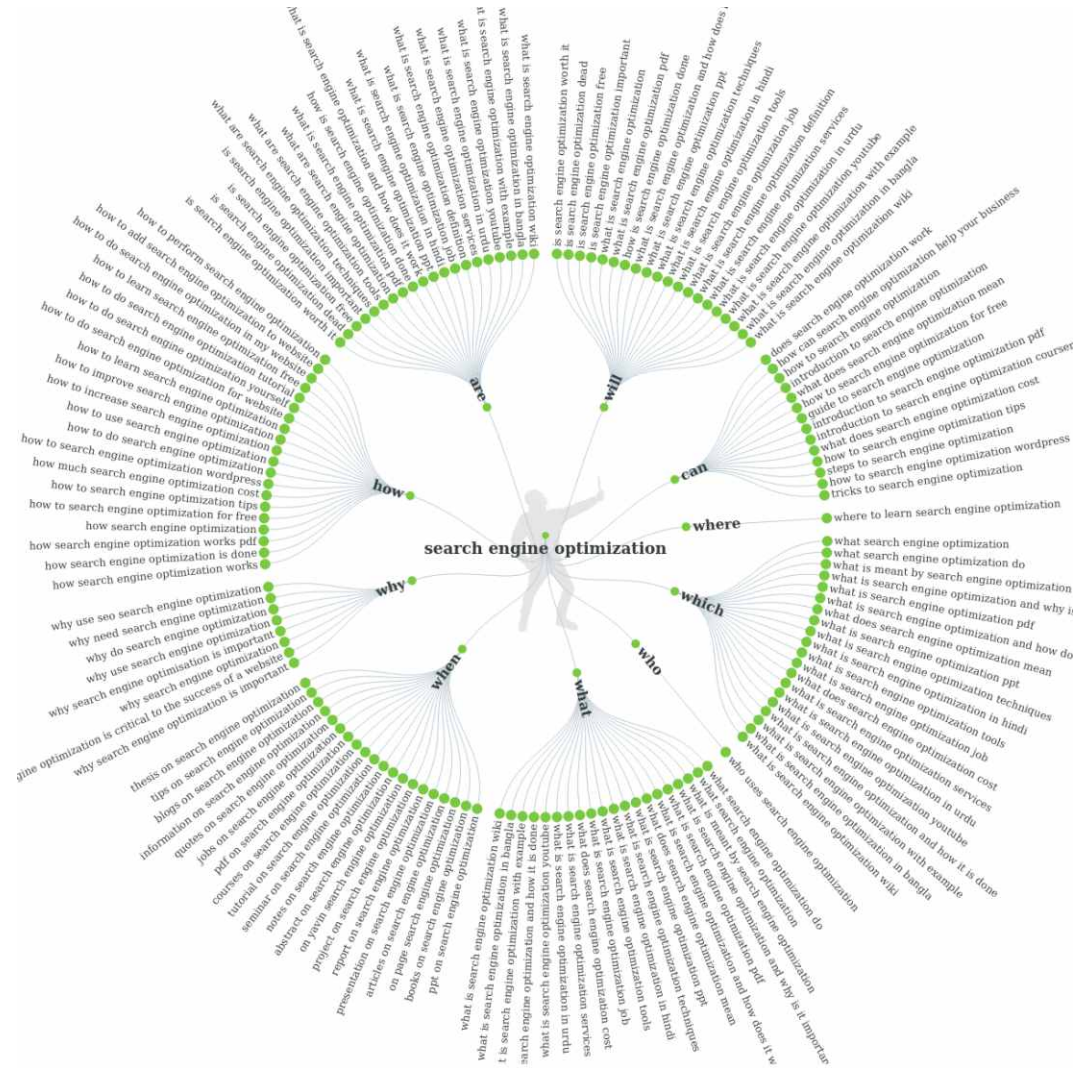
### AnswerThePublic.com

Below is an example of the information provided by this free tool.



## SEO CONTENT

## TOOLS



## TOOLS



## TOOLS

### BuzzSumo

Using the free version of BuzzSumo, you can get an idea of the most popular topics associated with your keyword(s), as shown below.

#### Most Shared

[About Most Shared](#)

search engine optimization

Search

Options

Page 1 of 1418

[How to run an Advanced Search](#)

**Results not relevant enough? Click here to search for "search engine optimization" in the article's title only**

Sort by

Total Shares

Facebook  
Engagements

LinkedIn  
Shares\*

Twitter  
Shares

Pinterest  
Shares

Number  
of Links

Evergreen  
Score

Total  
Shares ↓

#### Search Engine Optimization - Build Client Relationships Easily And Quickly

May 3, 2017

[buildclientrelationships.com](#)

Save

View Backlinks

View Sharers

Share

4.8K

0

307

100

-

0

5.2K

#### SEO Ranking Factors in 2017: What's Important and What's Not

By Jessica Thompson – Oct 25, 2017

[searchengineland.com](#)

Save

View Backlinks

View Sharers

Share

1.4K

1.1K

1.4K

19

-

20

3.9K

## TOOLS

If you choose to use the paid version, you can also view the questions associated with your keywords, which are pulled from Reddit, Quora and other websites.

### SEO

11583 questions mention **SEO**.

**Related keywords:** [SEO tool](#) , [SEO services](#) , [SEO Company](#) , [Seo Techniques](#)

[why we use Hash Tag in SEO ? \(websitepublisher.net\)](#)

[How does SEO helpful in business establishment globally? \(forums.hostsearch.com\)](#)

[How web hosting affects SEO? \(forums.hostsearch.com\)](#)

[How to implement SEO for Particular Blog? \(forums.geekvillage.com\)](#)

[How SEO is done? \(forums.geekvillage.com\)](#)

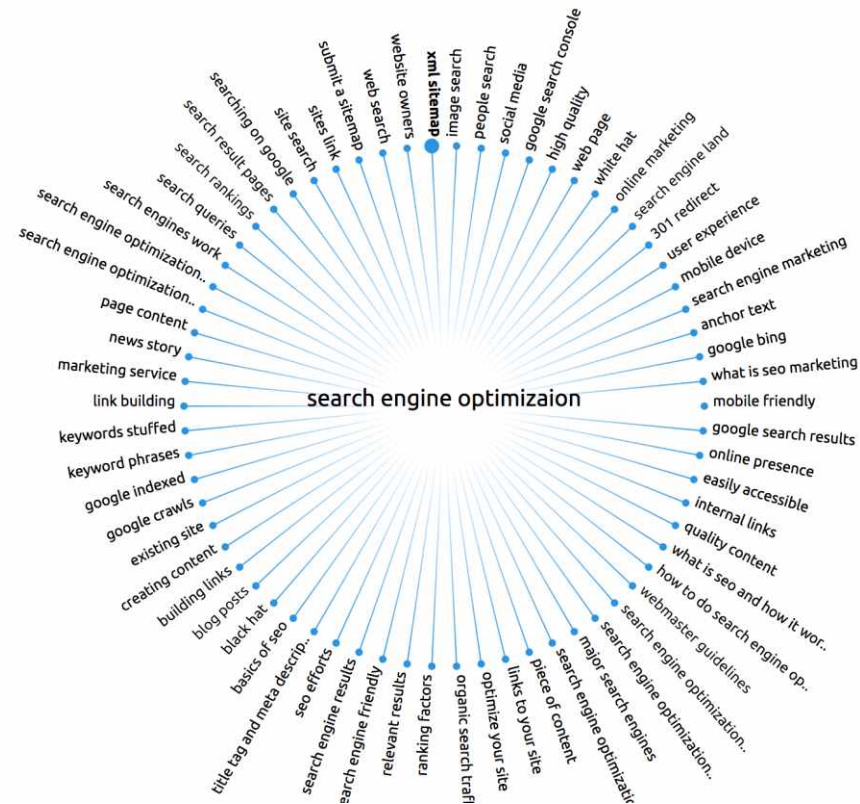
[How SEO is now? \(forums.webtoolhub.com\)](#)



## TOOLS

### SEMRush

SEMRush's paid subscription includes a Topic Research tool that pulls long-tail queries, questions and associated topics. Below is an example of what to expect.



- SEO Tools
- Sitemap Effect on SEO
- Sitemaps & SEO: An Introductory Guide
- What XML Sitemaps Are Important for SEO
- XML sitemap: impact on your SEO
- Do Sitemaps Help SEO? The Importance of Sitemaps for SEO
- How to Create an SEO-Boosting XML Sitemap in 20 Seconds
- The Importance Of XML Sitemaps In The Age Of Panda
- SEO: Understanding XML Sitemaps
- BruceClay - Advanced SEO

#### Questions:

- What is the importance of an XML sitemap in SEO?
- How to find a site's XML sitemap for a preliminary SEO Audit?
- How do sitemaps affect SEO?
- What is sitemap.xml in SEO?
- What is a sitemap in SEO, and how does it affect SEO rankings?
- What is the importance of HTML sitemap in SEO?

## EXERCISE

Using AnswerThePublic.com, BuzzSumo.com or SEMRush.com, search for 5-10 topic ideas using one of your primary keywords. Determine whether these topics would make good blog posts, articles and/or videos.

Topic Idea	Type of Content	Target Keyword(s)



# DEVELOP THE OVERALL SEO STRATEGIC PLAN

Creating an SEO strategic plan starts with the strategy and proceeds with scheduled tactical actions.

## WHAT'S THE STRATEGY?

The SEO strategy is all about what you are trying to accomplish. It should be specific and lead to measurable objective. For instance, the strategy might be to increase website traffic for a new product your company has launched. The following will help guide you in creating the strategy and objectives.

What are you trying to accomplish through SEO?


# DEVELOP THE OVERALL SEO STRATEGIC PLAN

## WHAT'S THE STRATEGY?

What are the objectives and how will they be measured?

Objective	Measurement

# DEVELOP THE OVERALL SEO STRATEGIC PLAN

## HOW WILL THE STRATEGY BE ACHIEVED (A.K.A. TACTICS)?

This is when you are able to bring together all of your research and create an actionable plan to follow over the months ahead. The worksheet is divided into sections that align with the high-level work that will need to be done.

### Technical SEO Work

Item	Deadline

# DEVELOP THE OVERALL SEO STRATEGIC PLAN

## HOW WILL THE STRATEGY BE ACHIEVED (A.K.A. TACTICS)?

### On-Page Optimization/Website Structure

Item	Deadline

# DEVELOP THE OVERALL SEO STRATEGIC PLAN

## HOW WILL THE STRATEGY BE ACHIEVED (A.K.A. TACTICS)?

### Competitor Reconnaissance

Opportunity/Action	Deadline

# DEVELOP THE OVERALL SEO STRATEGIC PLAN

## HOW WILL THE STRATEGY BE ACHIEVED (A.K.A. TACTICS)?

### Link Outreach

Opportunity	Deadline

# DEVELOP THE OVERALL SEO STRATEGIC PLAN

## PUT IT ALL TOGETHER TO SHOW BIG WINS

Because SEO work is not always visible to people who are not familiar with the process, it is imperative to communicate the strategy and progress. It is also important to focus on the “why.” Why are you following this strategy? Why will this tactic be pursued? By organizing your objectives, tactics and deadlines, you can easily create informative monthly reports and presentations that communicate your wins to key decision makers.

## ABOUT MINDY WEINSTEIN



Mindy Weinstein is the founder and president of Market MindShift, a digital marketing agency specializing in SEO, content, web development and social media marketing. She is also a national speaker, trainer and digital marketing strategist. Mindy has worked with and trained companies of all sizes, including Facebook, The Weather Channel, Rosetta Stone, Investor's Business Daily, HBO, Fandango, Telemundo, LL Bean, Cisco, Transamerica and Sportsman's Guide. Other digital marketing agencies come to Mindy to learn the latest trends, concepts and methodologies.

During Mindy's marketing career, she worked for various agencies and supervised a team of 40 content writers, editors and SEO analysts. She has helped businesses throughout the country catapult their presence online. Mindy contributed to *The Marketing Avengers* and coauthored *Rich and Thin: Slim Down, Shrink Debt, Turn Calories Into Cash* (McGraw Hill). She is a contributor to SearchEngineJournal.com and has been interviewed on Fox, NBC and ABC. She has also been quoted as an expert in *The Huffington Post*, *The Washington Post* and *The Arizona Republic* and featured on KTAR 92.3 FM and Bloomberg Radio.

Mindy's marketing career began in 1999. She has an M.B.A. from Arizona State University and is working on her Ph.D. in General Psychology with an Emphasis in Technology. She is also a part-time marketing professor at Grand Canyon University.

Get in contact with Mindy at:

[mindy@marketmindshift.com](mailto:mindy@marketmindshift.com)

(480) 750-2252