Keyword Research Tools:

- https://adwords.google.com/KeywordPlanner

- http://ubersuggest.org/

Put together a list of <u>10 keyword phrases</u> that you want to rank for now:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Analyze the keywords above, and choose your top 3.

Keyword Analysis Tools:

- https://ahrefs.com/seo-toolbar (currently 100% free)

Write Your Top 3 Keywords Below:

1. _____

2. _____

3. _____

Web Hosting

If you're building a new website, purchase a domain name that has your main keyword in it.

You want to register your domain name for atleast 2 years, or 5 years if your budget allows.

Choose fast web hosting.

If you have a WordPress website, then use web hosting specialized for WordPress. It costs a few dollars more, but it's worth it because it's really fast.

Also decide if you want a secure website, or an unsecure website. A secure website has "**https://**" at the beginning of the web address.

Secure websites rank higher because it protects the user's information making the website "user friendly."

Below are the best web hosting solutions for WordPress users:

- https://www.bluehost.com/products/wordpress-hosting
- https://wpengine.com
- http://www.noblehosting.us

If You're a WordPress User, Install The WordPress Plugins Below To Improve Your On-Page SEO:

- All In One SEO Pack
- Google XML Sitemaps
- SSL Insecure Content Fixer (*If you have SSL certificate installed)
- WP Force SSL (*If you have SSL certificate installed)
- WP Sitemap Page
- WP Smush

Choose a Keyword Optimized Title Tag (less than 60 characters)

_____

_____

_____

Choose a Keyword Optimized Description Tag (less than 160 characters)

_____

_____

_____

*Choose Your Homepage Meta Keywords (Simply use your top 10 keywords from your list)

Tools To Find Your H1 & H2 Tags On Your Homepage:

- http://seositecheckup.com
- https://www.site-analyzer.com
- https://www.woorank.com

**You only want ONE H1 tag and ONE H2 tag on your homepage.

Choose a Keyword Optimized H1 Tag For Your Homepage

_____

Choose a Keyword Optimized H2 Tag For Your Homepage

_____

How To Structure Your Articles & Blogs:

- H1 Tag (The title of your article is usually your H1 tag)
- H2 Tag (Add an H2 tag within the body of the article as subheading)
- H3 Tag (Add an H3 tag within the body of the article as subheading)
- Longer articles are better (400 words +)
- Include hyperlinks in your articles that link to related content

- Use your target keyword in the first two sentences
- Use your keyword in the tag and categories section (Blog Posts)
- Enter a title tag, description tag, and keyword tags in the All In One SEO plugin

Optimize Your Images

Websites To Get Legal Images:

- https://pixabay.com
- https://www.pexels.com/royalty-free-images
- https://unsplash.com
- https://stocksnap.io
- https://mmtstock.com

How To Optimize Your Images:

- Rename images using your keywords (save to desktop)
- Add keywords to title tag of images
- Add keywords to alt image tag
- Add keywords to caption of images
- Add keywords in description tag of images

Build Quality (Whitehat) Backlinks

Find authority high traffic websites to build backlinks from:

- https://en.wikipedia.org/wiki/List_of_most_popular_websites
- https://www.quantcast.com/top-sites/US/1

Here are some examples to get started:

Social Bookmarking

- http://digg.com
- http://www.folkd.com
- https://www.stumbleupon.com
- https://delicious.com
- https://www.reddit.com
- https://www.diigo.com
- http://blog.friendfeed.com
- http://weheartit.com

Social Networks

- https://plus.google.com
- https://www.facebook.com
- https://twitter.com
- https://www.pinterest.com

Article Directories

- http://www.vretoolbar.com/articles/directories.php (huge list)
- http://hubpages.com
- http://goarticles.com
- http://ezinearticles.com
- http://www.articlesbase.com/login
- http://www.articles.org
- http://www.pubarticles.com
- http://www.articlesfactory.com

Free Blogging Websites

- https://wordpress.com
- https://www.blogger.com

- https://www.tumblr.com
- http://www.blog.com
- http://xanga.com
- http://www.weebly.com

SEO Tools

Monitor Your Backlinks
- https://ahrefs.com
- https://majestic.com

Check your Google rankings:

- http://ranktrackr.com

Submit Your Website To Search Engines

- https://www.google.com/webmasters
- http://www.bing.com/toolbox/webmaster

Business Listings

- https://www.google.com/business
- https://www.bingplaces.com
- https://smallbusiness.yahoo.com/local-listings
- http://www.yext.com/products/listings

Complete all the tasks above yourself, outsource it to a freelancer, or you can hire me to do it.

This Is Your SEO Blueprint.

Most small business owners don't do ANY of these things correctly..or at all. I know this for a fact. I talk to business owners all the time, and they don't even know what their target keyword is for their own business.

Once you understand these basic steps, you can move on to Search Engine Marketing (SEM).

SEM involves things like:

- Mobile optimization and SEO
- Content above the fold
- Adjusting your title tags to increase click through rate
- Optimize your homepage to convert traffic into sales
- Email marketing
- Exit Pop-ups
- Pay Per Click Marketing
- Video Marketing + more

If you follow these steps correctly and <u>consistently</u>, you'll blast past all the amateurs and you'll see who your REAL competition is..if any.

<u>"Private SEO Group"</u>

I've created a private group limited to only 3 new people per month. In the group, I teach you what I call Search Engine Hacking.

In the group I reveal SEO trade secrets not openly discussed by anyone in the industry. I'll be your personal account manager, dedicate development hours to your website, and give you access to all my resources to get everything done 10x's faster.

Here are a few basic requirements:

- You must understand the basics presented in these video.
- Have your own product or service (no affiliate websites.)
- Minimum marketing budget of $1,000/month.
- Had your website for at least one year. (no new websites)

If you meet these requirements, request an invitation by following this link: https://elite.seonoble.org/request-access

I'll schedule a phone interview to see if you're a good fit for the group. If approved, we'll get to work on your business right away and get you on the first page of Google.

Thank you for taking the time to watch my videos. Please leave a review if you liked the videos. Thanks!

-Kent Mauresmo
http://seonoble.com