



The Coach School

---

Bonus:

*Easy SEO &  
Analytics Guide*

---

ALLI WORTHINGTON



## BONUS:

### *Easy SEO & Analytics Guide*

#### *Step 1: Brainstorm Keywords and Competitors*

- In order to find the best keywords for your website, you first need to know who your target customer is and what you think he/she is searching to find you.
  - Questions to consider: What product or service are you providing? What do you think they are searching in order to find someone like you? Be realistic about what you think they are actually searching, not just what you wish that they would search.
- It's also important to be aware of who your close competitors are and know what keywords they are ranking for. Come up with a list and keep it handy for the next step!

#### *Step 2: Keyword Research*

- One of the most concise and quick places to do keyword research is Google Keyword Planner. You'll need a Google Ads account to do this, so follow the directions below to get started:
  - Go to → [https://ads.google.com/intl/en\\_in/home/tools/keyword-planner/](https://ads.google.com/intl/en_in/home/tools/keyword-planner/)
    - If you do not have a Google Ads account:
      - Click "New Google Ads Account"
      - Click on "Switch To Expert Mode"
      - Click "Create An Account Without A Campaign"
      - Click "Submit" on your business information
      - Click "Explore Your Account"
      - Next, tools and settings (top middle right)
    - If you do have a Google Ads account:
      - Click "Go To Keyword Planner"
      - Sign in with your Gmail account
      - Next, tools and settings (top middle right)

(cont.)

- Click “Keyword Planner” from the menu
- Click “Discover New Keywords”
- Here you can:
  - Search by keyword
    - Using the list of keywords you made earlier, begin searching them and export the list of similar search results and keywords.
  - Search by website
    - Search your own website to see what keywords people are currently using to find your page
    - Search your competitors website to see what keywords people are using to find their page
    - When you search by website, make sure to select “Use Only This Page”
- While you are discovering new keywords, you can look at them in “Grouped View” instead of “Keyword View” to get a broader idea of the themes and topics being used (this is my favorite way to look at keywords)

**NOTE:** Please keep in mind that while we strive to provide the most current information, Google can change their processes or website at anytime, so step-by-step instructions and button titles may vary.

### *Step 3: Shortlist Keywords*

- If you are a new website, the goal is to target low competition keywords with large search volume.
- If you already have an established website with domain authority, search for medium competition keywords with large search volume.
- Within Google Keyword Planner filter:
  - Competition → Low
  - Average Monthly Searches → High to Low
- Once you’ve applied these filters, download the keyword ideas from Google and put them into a spreadsheet
  - Add the following filters to your spreadsheet:
    - Max search volume greater than or equal to 1000
    - This will give you a shortlist of keywords. Repeat this process for 5-10 competitor websites and compile the list together.

(cont.)

## *Step 4: Convert Keywords Into Blog Post Ideas*

- With the list of keywords you have compiled, come up with ideas for blog posts that will help answer the needs/questions of the topics you are seeing.
- By creating high quality blog posts for these topics (remember: low competition, high search volume) you will start to see yourself ranking in Google in about three months.

### *Quick Tips for Blog Posts*

- Put the main keyword of the article at the beginning of your title
- An ideal word count is between 1200-1600 words
- Make sure an appropriate amount of keywords are used
  - An average of 8 of the main keyword should be in a 1500 word article
- Check that your Flesch readability score is close to 75-80%
  - <https://www.webfx.com/tools/read-able/>
- Add internal and external links
  - The main keyword for the article should NOT be found in any internal/external links
  - Ex: In an article about "business tools", you would not link a URL to the term "business tools"
- Are internal links opening in a new tab?
  - This will help your bounce rate
- Keep your URL short
  - Only 1 or 2 keywords separated by hyphens
- Check your site speed
  - Your webpage needs to load within 1-2 seconds
  - <https://developers.google.com/speed/pagespeed/insights/>
- Optimize your photos to improve site speed
  - This is so easy and very helpful!
  - <https://tinypng.com/>
- Add alt text to photos that need it
  - Alt text is invisible descriptions that are read aloud to blind users
  - Only add this to photos that would not otherwise be described in your article (a graphic with a quote from your article does not need alt text since it is already written in the article)