

YOUR SEO SUCKS.

But it doesn't have to.

Workbook and Notes!

This workbook is designed to accompany the free SEO 101 Course from Brooke Summer at Business Straight Up.

It is NOT a stand alone resource! If you have come across it in your world wide web travels, it might not make a ton of sense. Check out www.businessstraightup.com/photographer-seo-course for more information, and to see the full course.

Here we are. I know, it's scary.

I see you. You want to rank higher in search engines but you're not really sure how. You want your ideal clients to find you, but no matter how much you blog, you're just not showing anywhere NEAR the top of that search list.

SEO can be really intimidating. But it doesn't have to be. Let's break it down and give you some very basic tools to start implementing changes in your website, and help you start ranking!

If you have any questions, please let me know - I'm sure they will come up! I'm happy to help, I want you to be successful!

Love & Adventures,

~Brooke

Before the class: HOMEWORK!

Does that work just strike fear into your heart? It did for me, in high school AND college. But this will be worth it!

Write down three services, products, or pieces of knowledge that you want to be KNOWN for:

1.

2.

3.

Keywords! Do NOT just go big!

When you're thinking about keywords for your niche, do NOT limit them to the words you know! Think about what your ideal client would search for. Ask your past dream clients - chances are you have a great relationship! Really get inside of their heads and think about what they would type into that search box!

Write down 3-5 keyword phrases that you want to rank for.

1.

2.

3.

4.

5.

Where to put these keywords?

How many keywords did you write down? Three? Four? Five? You'll want to know that, because now I want you to choose that many pages on your website. So for instance, if you chose three keyword phrases, you'll want to choose three pages on your website - which could be Home, about, and contact.

Choose the pages on your website you want to rank well on Google:

- 1.
- 2.
- 3.
- 4.
- 5.

Match the keywords to the page!

Fill out the chart below to match your keyword phrases to specific pages on your website!

Page:

Keyword Phrase:

1.

2.

3.

4.

5.

Implementation!

Make sure each of these pages has at least 300 words in text, including your keyword, and title those pages with your chosen keywords, including heading tags.

Page:

Keyword Phrase:

1.

2.

3.

4.

5.

Making your images work for you!

On each page, re-title ALL images to include your keywords for that page. Add alt-text to all of the images as well. Make sure each page has at least 3 images on each page that are optimized.

Page:

Keyword Phrase:

1.

2.

3.

4.

5.

Are you an expert?

Write down 5 specific questions that you are consistently asked by clients. Questions that are in depth, and not necessarily yes or no questions.

1.

2.

3.

4.

5.

CONTENT Rules!

Come up with 5 blog post or webpage ideas that answer those questions in depth for your potential clients.

1.

2.

3.

4.

5.

You know your stuff, show it!

Plan, write, and schedule those five blog posts or webpages with 5 images each, 300 words minimum, that are keyword specific. Write the dates below.

Posts & Dates!

1.

2.

3.

4.

5.

But WHO do you know?

Write out 5 industry relevant professionals that you have worked with, or would like to work with. Make sure they have a strong web presence, and work with the same ideal clients.

1.

2.

3.

4.

5.

But WHO do you know?

Write out 5 industry relevant professionals that you have worked with, or would like to work with. Make sure they have a strong web presence, and work with the same ideal clients. Add what they can offer to your business, what is their expertise? Then add YOUR expertise, and what you can offer them!

1.

2.

3.

4.

5.

If it's not scheduled, it's not real.

Write each professional's name, with a DATE next to it. A date that you will have reached out to them, met with them, and started building a genuine relationship with them. Ask them to do a blog post on your site to boost THEIR SEO. Be authentic and genuine, and start building a relationship that will benefit both of you!

Professional:

Date:

1.

2.

3.

4.

5.

Hey there friend!

Thank you so much for joining me for this free SEO course. I know that it can seem daunting, but I know you can do it!

There is a ton more coming - SEO, website help, business help and more, so stay in the loop, and keep moving forward with your awesome self and business!

Business
Straight Up

www.businessstraightup.com
www.spiffupyoursite.com

