How To
Search Engine Optimize (SEO)
Your WordPress Website

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Table of Contents

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Hi! I am Gary, and the first time I used the Internet it was a dirt road headed nowhere. That pretty much makes me a Dinosaur by today's standards. Funny thing is I still feel like that young punk that wants to take on the world.

I love putting things together in the beginning it was connecting web pages to databases, now it is connecting landing pages and sales pages to customer relationship management tools that create sales funnels and auto responding email campaigns.

I am the guy that considers the complicated stuff easy and drives the vendors nuts because I always want more from their products.

The good news is it has become a lot easier to create even more powerful solutions in less time than was possible even a year ago.

I am a family man with two sons, one of which has over 1500 subscribers to his YouTube channel go figure. I am that guy in the basement surrounded by lots of screens.

When I am not basking in the glow of my monitors I am teaching and practicing martial arts, snow boarding, golfing and wind surfing.

I look forward to helping you grow your business on the Internet and seeing you work with Great Internet Advertising DotCom.

<h1 align="center">Search Engine Optimizing (SEO)</h1>

<h2 align="center">Your WordPress Website</h2>

I am going to show you exactly what you need to do to make your posts and pages attractive to the search engines and out rank your competition.

WordPress is a fantastic platform to build your website on for a number of reasons:

1. It is a **mobile ready platform**, which means you don't have to do anything to support smart phones and tablets or any new device that comes along. *Just keep your WordPress up to date.*
2. WordPress makes it simple and easy. You don't have to learn a lot about HTML to create content or add pages to your website. I will be going into the HTML details you need to know in order to optimize your website in this training.
3. The platform takes away all the hard work of creating a web presence. You don't need and HTML editor or and ftp upload tool, you don't need to know about directory structures, and how to link pages. This is why content management platforms like WordPress have become so popular. Good choice by the way.
4. WordPress is easily expandable. A huge number of available plug-ins to choose from. These make creating interesting content on your site easy as well, and extend the basic functionality of WordPress. Later on in this training module I will introduce you to a plug-in you must get in order to achieve the results you desire.

You have made an excellent choice in your WordPress platform, now lets talk a little bit about Free Traffic.

Free Traffic

The number one reason everyone wants to appear in the search engine rankings is to get more free traffic to their website.

It is considered to be free because the person browsing or surfing around the Internet types in some stuff to Google or Bing and gets a list of sites to choose from. If you appear on that list you have the chance someone will click on the link and become a visitor to that web page.

I would like to quote my brilliant business partner Stephen Semple for a minute, "Everyone in the world is competing for the Top 8-10 results returned by Google on the first page of search."

Yes this is the big challenge. The whole world wants to be on page one for their keywords. This is why choosing your keywords are so important.

Don't worry we will cover what you need to know about keywords a little later.

Once you get ranked in the search engines and people start clicking on links to your pages you get traffic. Since you don't directly pay for the click, it is considered to be free.

Let me be the first one to tell you that you are going to invest some time into creating and publishing that content so it is not 100% free, but it does get cheaper with time. That's right – the best news is once you are indexed you tend to stay indexed until the rankings or the algorithm changes dramatically.

What's the number two reason for improving your Search Engine Ranking?

That's right everyone wants to feel good about their position, especially if it is higher on page one than their competitors.

You already know you wanted to be ranked higher than you are today. The good news is that you have made the best choice for the platform. Let's talk a bit about what's called "Content Marketing".

Content Marketing

Let's break one of the big myths right away about this whole process.

Myth #1: A page can or should be optimized for multiple keywords.

For the best results have one individual page optimized around one set of keywords. Each keyword desires it's own page.

A blog site or a website to a search engine is nothing more than a bunch of pages full of words.

To get really good at optimizing your site you have to believe this is the secret sauce.

A search engine crawls (visits) your website and **unlike a human it does not judge on look, feel, or how pretty it looks.** It is a piece of unemotional software.

Search Engines have no eyeballs. They are a computer programs that marks or grades every web page in the world the same way. This scoring mechanism is often referred to as the algorithm.

Think for a minute about the last time you used the web. Did you go to the search engine and type something into the box and look at the results. If you didn't see what you where looking for did you adjust your search? I bet you did.

Most of the pages you see on page one of the rankings will have a minimum of three hundred (300) words on them. This is what is referred to as content – the words on the page.

Content marketing is simply having lots of pages on your site optimized around lots of unique keywords.

Myth #2: Every visitor starts on the homepage.

Just a minute ago we where talking about how you use the Internet to look for things. Are your potential visitors any different than you in the way they use the Internet? No, they are not.

Everyone uses the search engines the same way!

So when you click on one of those links in the search engine results on page one ***are you taken to that sites home page?*** Probably not; however, it does happen sometimes, but more often than not you are taken to one of the content pages on the site that is helping you answer the burning question in your mind at the time.
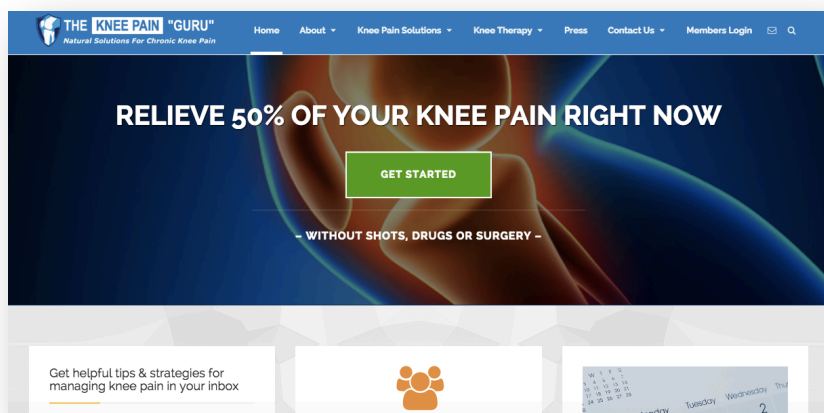

Figure 1 - Example Home Page

Content Map

You may want to layout your site based upon your keywords and page names. Below is an idea of what I referring to. This is just a small piece of my overall keyword and content map for my communication and team building workshop business. I specifically want to target these keyword areas.
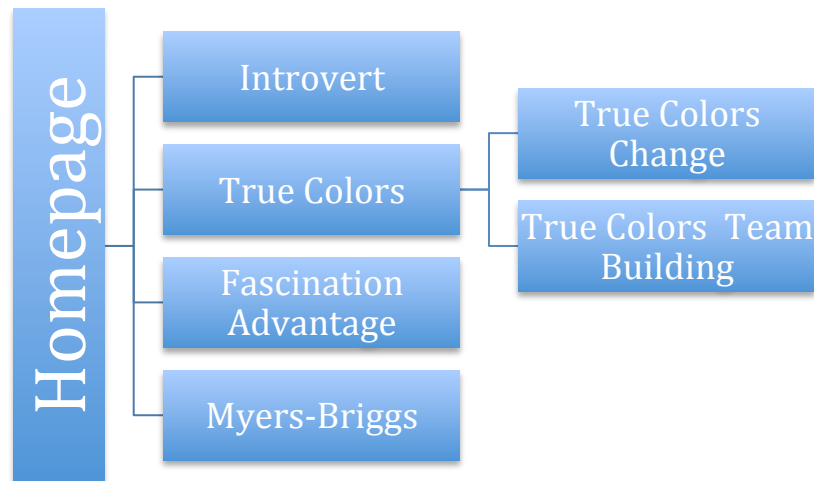

Figure 2 - Content Map

I know I do more than one thing so I need to create content and have keywords around each topic. You will need to do the same depending on the business you are in.

If you like me have multiple product lines or areas of the business then you have visitors looking for different things. You need to line up your keywords for each section with their search intent. In WordPress you should make these separate categories, this will embed the keyword in the URL as well.

Content Marketing Summary:

1. Search Engines want to crawl/visit multiple pages on your website. The more pages you have the more pages that will end up ranked in the search engine. Which means more traffic you will get.
2. Each page needs it's own keywords.
3. Each page I want to rank in the search engines needs a minimum of 300 words (one typed page) on it.
4. Visitors to my website can will start on any page on my website once I show up on the rankings. So I will need to encourage them to look at the other available content on my website.
5. Need to feed Google new content. Keep publishing content on a regular schedule.

Content Marketing Conclusion:

Your homepage does not have to rank, but *your content pages need to rank for you to get lots of free traffic to your website.*

Process for Creating Content

There are two ways you can approach writing your content. The only difference is the order of the first two steps. You can either write your content first and apply your keywords to the content or you can choose your keywords and write your content.

Process A	Process B
1. Write Content 2. Apply keywords to content 3. Optimize your page 4. Publish your page	1. Pick your keywords 2. Write to those keywords 3. Optimize your page 4. Publish your page

Table 1 - Processes for Creating Content

Frequency of Publishing Content

If you decide to create a lot of content to attract a lot of visitors, one of our customers has done this Bill the "TheKneePainGuru.com". He has created a huge blog with tons of posts which get him about forty thousand (40,000) visitors a month coming to his site for free.

The search engines look for your frequency of content additions.

You can post daily, weekly, bi-weekly, monthly, or randomly. Weekly is a good schedule if you can maintain it.

If you publish infrequently the search engines do not come back very often to your site. This means when you publish something new it takes time to get it indexed.

Website Must Have Content

Every website should have this basic content on it in order to get someone interested in doing business with you.

- ❑ Who are you?
    - o Who are the owners?
    - o Who is the company?
    - o This is typically your "About Us" page.
- ❑ What do you do?
    - o Details about what you do
- ❑ Who do you do it for?
    - o Profile of the people you do it for
    - o What we refer to as the ideal customer profile
- ❑ How do you do it?
    - o What makes you different from your competition
    - o What do you do differently or special
    - o Why they should deal with you instead of your competition
- ❑ When did you get started?
    - o How long have you been at it?
    - o Proof you know what is you are talking about?
    - o Proof you are not a fly by night operation.
- ❑ Who else have you done it for?
    - o Customer Testimonials
    - o Pictures of customers with your product or service
- ❑ How will this help me?
    - o Benefits the person will get from doing business with you
    - o Benefits the person will get from the product or service
- ❑ Common Questions?
    - o The ones you get asked over and over again
    - o The ones you wish you never had to answer
- ❑ How much will it cost? (This is a buying question – see diagram below)
    - o Never put price for your service on the website
    - o This should be a trigger to start your sales process
        - ▪ They should call and ask how much does it cost?
        - ▪ This is your opportunity to start selling a warm lead.
    - o You can price commodity products
- ❑ Content designed to bring traffic

Content Ideas

We all seem to struggle with content. What should I write about.

Here is the big No No: "Boring is just Boring"

To have any chance of being read it has to be interesting to the visitor.

You can:
- Tell Your Personal Stories, Your Experiences

- o How You Got Into The Business
- o What are some of the crazy things you have had to overcome in business
- o How you helped out a customer in need
- Tell about your experiences
  - o What did you learn at the latest convention
  - o What did you learn from the last training course
  - o What did you learn about a competitive product that makes yours better
- Books you are reading or have read
  - o What you got out of it, why someone else should read it
- Questions you get asked
  - o Customer asked me ....
- Your principles
  - o Tell a story about how you held to your principles and how that benefited the customer
- Your latest success story
  - o Share what you did for your customer
- Childhood memories
  - o How they shaped you into the person you are today
  - o Who your mentors where and how they influenced you
- Demonstrations of your Expertise
  - o Stories of how you have helped customers
  - o Awards you have achieved and why someone should care
  - o Certifications that demonstrate your ongoing commitment to learning

You have to believe that you and your business are interesting. You already tell theses stories and answer these questions verbally. Now all you really need to do is write them down. Or cheat and record yourself telling the story and get some one else to transcribe it for you. (internettranscribers.com is who we use)

How People Use The Web

As I mentioned earlier understanding how you and other people use the web is really key to building out a successful website. Below is the stages that someone goes through making a purchase on the Internet today.

Interest
- Trigger to start looking (Searching)
- Adjusting or tightening their search

Research
- Reading, Evaluating
- Comparing Features

Shopping
- Comparing Price, Shipping Options, Testimonials
- Who am I dealing with?, What is the return policy?

Decision
- Decide to Buy
- Enter highly personal information (credit card, address)

Buying
- What is the experience - easy or hard
- Are there related products upsells and downsells

Consume
- Does the product get opened? Does it get used?

Figure 3 - How People Buy On The Internet

Keywords

Keywords are the things people type into Google or Bing in the search box.

Keywords can be one word, or multiple words. i.e. roofing, roofing company, roofing company Georgetown

Long Tail Keywords is a fancy name for multiple words.

Keyword Research

Keyword Research is broken into two components.
1. How many times are these keywords typed into a search engine such as Google. This is referred to as Volume.
2. How much competition is there for these keywords. Which is how many other pages are out there on the web already optimized for these keywords.

The magical sweet spot is a keyword that is typed in often that has very little competition.

We provide a service where we will find the top ten keywords for your business based upon volume and competition.

List of Figures

Index