SEO? Search Engine Optimization Essentials: More Website Traffic for Consultants

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Agenda

• 5 Critical SEO Success Tips for Consultants
• Recap
• Q&A and Wrap-Up

About Jenny: SEO’ing Since 2009
Poll: What is Your Level of SEO Experience and Success on Your Current Website?

5 Critical Tips for SEO Success

Tip #1: Understand the Definition of SEO

SEO = improving the discovery of CONTENT
Keywords = marketing 101 the language of your customers
It’s not about YOU
Tip #2: Keywords Must Reflect Intent from Your Target Market

5 Factors to Consider When Choosing Keywords:

1. In Your League (keyword competitiveness)
   - “SEO Agency” or “Early Education”

2. Buying Intent (or the right intent/goals for your website)
   - Ensuring it’s YOUR target reader who would be googling. Example:
     - “Leadership development workshop”: this could be for ANY corporation, not early learning
   - On social – what would stop and catch their eye? What would make them stop and self-identify?
     - “Leadership Development Workshops for Superintendents: 3 Factors to Consider”

3. Understand “real” keywords vs “fake” keywords
   - Simplificationism
   - Meeting Concierge
   - Love Coach

4. Are they location dependent?
   - “Early Intervention Specialist Philadelphia”

5. What is your market actively searching/researching?
   - Retaining great teachers? State specific regulations?
Quick & Dirty Keyword Research

Resources:
http://searchengineland.com/never-keyword-research-223054
https://moz.com/beginners-guide-to-seo-keyword-research

Tip #3: Be a Content Producer

- Every blog post (every page/URL) is its own opportunity to rank
- Think Wikipedia: going deep on a specific topic
- Clarity trumps cleverness every single time

Tim Horton’s Example

Pick 2-3 topics you really want to own:
5-10 keywords within each

Inbound marketing software company
-- "marketing automation"

- marketing automation tools
- how to use marketing automation software
- what is marketing automation?
- how to tell if I need marketing automation software
- lead nurturing
- email marketing automation
- top automation tools
Tip #4: Steadily Grow Backlinks

Directory Link – Consultants Directory

Backlink Ideas

Podcasts, guest blog posts, sponsorships, conferences, PR, event promotions, etc.
Tip #5 – Amplify Content with Social

- Social signals - correlation or causation? Unclear on impact. Google wavers!
- Trust, authority, and engagement
- Direct links (from your social media profiles and activity) and indirect links from your content getting promoted by other users
- Another way to drive awareness, drive traffic, get your content FOUND (sends good signals to Google, can generate links and prospects)
- Keywords should and could carry over
Recap: 5 SEO Tips for Consultants

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Tip #3: Be a Content Producer
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Tip #5: Amplify Content with Social

Thank you!

For EdMarketers
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