



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

This is NOT SEO

Campaigns	662.	jennifer munn
Keywords	663.	jenny blog
Cost Analysis BETA	664.	jenny cope
⊁AdWords	665.	jenny hollis
 Social 	666.	jenny munn
 Search Engine Optimization 	667.	jenny seo
Queries	668.	jenny trainer

SEO = improving the discovery of CONTENT

Keywords = marketing 101 the language of your customers

It's not about YOU

Here's What We Want Instead

how to deal with challenging behaviors in preschool $\ensuremath{^{\scriptsize C}}$	10	81
http://www.income	7	80
Ng Bookar ¹⁷	4	80
mean behavior 🖾	2	80
children's books for social emotional development $\ensuremath{\mathbb{C}}$	6	79
loving guidance 🖾	5	79
building blocks math curriculum 12	3	79
matio-pine ⁻²	16	78
professional development for preschool teachers $\mathbb{C}^{\rm t}$	10	77
teaching and learning with infants and toddlers $\ensuremath{\mathbb{C}}$	2	77
preschool steam activities $^{\rm C}$	11	75

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"

Tip #2: Keywords Must Reflect Intent

from Your Target Market

5 Factors to Consider When Choosing Keywords:

3. Understand "real" keywords vs "fake" keywords

- Simplificiationism
- . 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?

Recent Blog Posts

The Epi-pen Pushback and Early Childhood Education Strength-Based Coaching or Supervision What's In a Name? Frustration Frustration Resilience by Example Adjusting Children's Internal Clock - at least twice yearly Consulting - Part 2 - Hired by an Outside Agency Consulting Part 1 - The Magic Wand Wand Story Telling What's on Your Walls??

Quick & Dirty Keyword Research

Google school readiness consulting school readiness consulting school readiness contact school readiness consulting jobs school readiness conference

Resources:

http://searchengineland.com/ne ver-keyword-research-223054

https://moz.com/beginners-guide-to-seo/keyword-research

Searches related to school readiness consulting school readiness consulting b school readiness consulti lindsey allard agnamba

Gooooooogle >

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 ٠ cleverness every single time

Policy-ESSA	Grants
Leadership development workshops	Tools, websites, apps
Be More Effective: 3 Better Ways Giving	School readiness consulting
Feedback to Teachers	
5 th grade lesson plan development	STEM tools for elementary science
Teacher feedback via video	Finding and keeping good teachers
How to Help Teachers Increase Plan Time	Early childhood education hiring
	mistakes
science education. Early Childhood	How to find and hire talented
standards	teachers
learning progressions model	How to set expectations with early
	childhood consultants
Early intervention specialist Philadelphia	2017 Summer strategic planning
	workshops

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.





pisode Length: 41:37 minutes



Backlinks – You + Competitors

URL		Target URL			
http://www.glamour.com/story/open-kitchen-storage	89	http://www.photojeanie.com/services/a	partmentjeanie/		
http://www.glamour.com/story/open-kitchen-storage http://www.realsimple.com/home-organizing/cleaning/cleaning-more-room http://www.lifehack.org/400556/6-fun-and-simple-art-projects-guaranteed-					
http://www.homidit.com/how to get rid of unwanted er i http://www.homidit.com/how to get rid of unwanted er i http://www.homidit.com/how to get rid of unwanted er i http://www.spartedoc.com/sil storage/http://g170b.http://www. http://www.spartedoc.com/sil storage/http://g170b.http://www. http://www.spartedoc.com/sil storage/http://g170b.http://www. http://www.spartedoc.com/sil storage/http://g170b.http://www. http://www.spartedoc.com/sil storage/http://g170b.http://www. http://www.spartedoc.com/sil storage/http://g170b.http://www. http://www.spartedoc.com/sil storage/http://g170b.http://www. http://www.spartedoc.com/sil storage/http://g170b.http://www. http://www.spartedoc.com/sil storage/http://www.spartedoc.com/sil storage/http:	DB. Min (Jones on com/2011) (VIII)(VIII)(Part Allegia many/mole koll) http://firitigs.homestind.com/2013/en/allegia/base/holes/abs/ http://firitigs.homestind.com/2013/en/allegia/base/homestparth/ http://firitigs.homestind.com/2013/en/allegia/base/ http://firitigs.homestind.com/ http://firitigs.homestind.com/ http://firiti		Donner Targer URL 04 Mbg//www.awatafartaaninai/Eric.com/ 13 Mbg//www.awatafartaaninai/Eric.com/ 13 Mbg//watafartaaninai/Eric.com/ 14 Mbg//www.awatafartaaninai/Eric.com/ 13 Mbg//www.awatafartaaninai/Eric.com/ 14 Mbg//www.awatafartaaninai/Eric.com/ 13 Mbg//www.awatafartaaninai/Eric.com/ 13 Mbg//www.awatafartaaninai/Eric.com/ 13 Mbg//www.awatafartaaninai/Eric.com/ 13 Mbg//www.awatafartaaninai/Eric.com/ 13 Mbg//www.awatafartaaninai/Eric.com/	ŀ	
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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



Social Channels = Search Engines





Recap: 5 SEO Tips for Consultants

Tip #1: Understand the Definition of SEO

Tip #2: Keywords Must Reflect Intent from Your Target Market

Tip #3: Be a Content Producer

Tip #4: Steadily Grow Backlinks

Tip #5: Amplify Content with Social



Thank you!



For EdMarketers Mobile, Social, Keywords :

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