



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

Jenny Munn
The Munn Group
jenny@jennymunn.com

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 ¹⁰¹	664	jenny cope
» AdWords	665	jenny bolis
» 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

Quick & Dirty Keyword Research



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

Resources:

<http://searchengineland.com/new-keyword-research-223054>

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

Searches related to school readiness consulting
 school readiness consulting houston school readiness consulting glasgow
 school readiness consulting denver school readiness consulting dc
 lindsay allard agnamba



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

Policy – ESSA	Grants
Leadership development workshops	Tools, websites, apps
Be More Effective: 3 Better Ways Giving Feedback to Teachers	School readiness consulting
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 standards	How to find and hire talented 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"

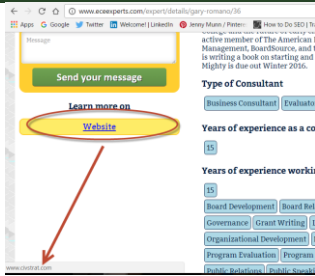


- marketing automation tools
- how to use marketing automation software
- what is marketing automation?
- how to tell if I need marketing automation software
- lead nurturing
- email marketing automation
- top automation tools

Tip #4: Steadily Grow Backlinks



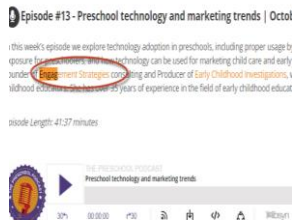
Directory Link – Consultants Directory



Backlink Ideas



Podcasts, guest blog posts, sponsorships, conferences, PR, event promotions, etc.





Recap

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 :
jennymunn.com/moving-the-needle

JENNY MUNN
[linkedin.com/in/jennymunn](https://www.linkedin.com/in/jennymunn)
jenny@jennymunn.com
