



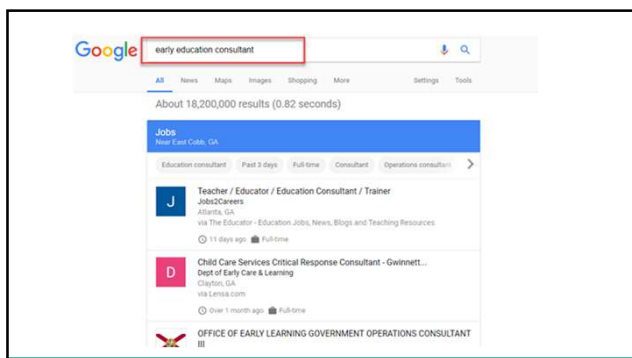
Early Childhood Investigations
jennymunn

Consultants: You have a website! Now attract your target audience with SEO

Twitter: @jennymunn
Email: jenny@jennymunn.com

This Is Not SEO - It's Brand Reputation

662.	jennifer munn
663.	jenny blog
664.	jenny cope
665.	jenny hollis
666.	jenny munn
667.	jenny seo
668.	jenny trainer



Google

About 18,200,000 results (0.82 seconds)

Jobs
Near East Cobb, GA

Education consultant | Past 3 days | Full-time | Consultant | Operations consultant

J Teacher / Educator / Education Consultant / Trainer
Jobs2Careers
Atlanta, GA
via The Educator - Education Jobs, News, Blogs and Teaching Resources
11 days ago | Full-time

D Child Care Services Critical Response Consultant - Gwinnett...
Dept of Early Care & Learning
Clayton, GA
via Lemsa.com
Over 1 month ago | Full-time

OFFICE OF EARLY LEARNING GOVERNMENT OPERATIONS CONSULTANT

Poll

Let us know: What Keywords Are You Trying to Rank For?

About Jenny: K-12 Search Engine Marketer

2009



2017



SEO: Attract Your Target Market

Agenda

- SEO Foundation: Keywords and Traffic
- Social Media & SEO
- Analytics
- Wrap-Up and Q & A

SEO: Attract Your Target Market

SEO Foundation: Keywords and Traffic

Keyword Mindset: Before and After

It's not about you – it's about *them*.
Example 1: "daycare" vs "child learning center"

Search Term	Monthly Search Count
Child learning center	320
daycare	33,100
preschool	33,100



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Keyword Mindset: Before and After

Example 3: "That's not the language we use"
OR "that's not how we refer to ourselves"

Search Term	Monthly Search Count	Search Term	Monthly Search Count
Private school	8100	Private high school	720
Independent school	720	Private upper school	0

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Keyword Mindset: Before and After

Example 4: Does your market self-identify?

Queries	Clicks	Impressions	CTR	Position
orton gillingham training for parents	5	95	5.26%	8.9
orton gillingham training for teachers	1	59	1.69%	9.8
classroom accommodations for dyslexia	3	51	5.88%	7.5
classroom accommodations for students with dyslexia	3	50	6%	7.7
dyslexia courses for teachers	0	39	0%	68.7
dyslexia courses for teaching professionals	0	31	0%	70.2
online dyslexia courses for parents	0	23	0%	82.7

SEO Requires a Mindset Change

From:

- "What should I blog about this week?"

- "What keywords do I want to rank for?"

To:

- "what is keeping my target market awake at night?"

- "What are they turning to Google for?"

SEO: Attract Your Target Market

SEO Foundation = Business Foundation

- How do you make money?
- Are people actively *looking* for the services you have to offer?
- Who is it that is looking? What is their title?
- What do they call you? What would they type in if they were looking for you?

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Keywords: SEO Foundation

- **Reverse your thinking** - it's not about you
- Does your website reflect **what YOU want to share?** Or...what people want to know?
- **Allocate your time beyond** --> "just publish great content"
- You want to OWN your topic of expertise

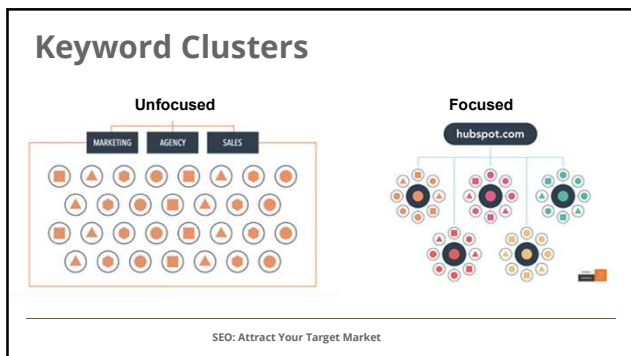
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Recognition as a Topical Expert

Inbound Marketing Software Company:

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

Keyword Example	Avg. Monthly Searches
active learning strategies	2900
what is active learning	1900
active learning methods	880
active learning techniques	880
active learning activities	720
active learning classroom	590
active learning examples	480
examples of active learning in the classroom	210
active learning strategies for elementary students	50



Consultant Success Story

- comprehensive: 2000 words
- well formatted
- CTA

What to do if you want more information or support:

If you are interested in learning more about the work I do with teens to address the underlying causes of their procrastination, click below to schedule complimentary 30-minute 'Academic Success Strategy Session' with me. We will discuss the causes of your teen's procrastination, identify the approaches that will be most helpful for them, and talk about how academic coaching might be able to help them.

Is coaching a good fit for your teen?

If you'd like to discuss how academic coaching can help your teen stop procrastinating, develop effective study skills, and get more organized, focused, and motivated, click here to schedule a complimentary consultation with me.

[SCHEDULE MY CALL!](#)

School Success Story

Upper School (9-12)

In our Upper School, we don't measure a student's success against an arbitrary standard. Instead, because we know our students so well, we measure their progress against themselves, inspiring them to push beyond their self-imposed limits. We offer incredible opportunities in the arts, service learning, athletics, and other extracurricular activities, all revolving around a unique academic program that truly tailors the experience to each student's individual abilities, needs, and aspirations.

In our private Upper School near a combination of honors, flexible Prep courses, or making a schedule that best subjects while providing to match their full potential. We offer Placement courses, and 94 percent of our students are accepted to college.

Private Upper School - High School | Woodward Academy, College Park
<https://www.woodward.edu/academics/upper>

Our private high school in College Park is among the best private upper schools near Atlanta. Find out more about Woodward Academy today!

Planning Content and Keywords

Perfect Keywords
 SEO Consultants
 SEO Consulting Rates
 Freelance SEO or SEO Agency

Before Hiring: Researching Early On
 SEO or PPC?
 SEO Checklist
 How to Build Backlinks
 Benefits of Hiring an SEO Consultant

Show Topical, Target Market & Industry Expertise
 General Assembly Digital Marketing Course Review
 5 Top Google Analytics Reports for Better SEO
 SEO Maintenance: What You Need to Know
 3 Things I Wish Executives Understood about SEO

Seasonality Matters

<http://www.holidayinsights.com>

- Keywords that drive traffic all year round vs. seasonal
 - Back to School
 - Parent Conference Week
- Develop a Calendar and Plan Ahead
 - People Research **EARLY!** to Attract Your Target Market

Quick & Dirty Keyword Research

Keyword Research Resources:

<http://searchengineland.com/never-keyword-research-223054>

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

SEO: Attract Your Target Market

Keyword Research Tools

Free:

- <https://answerthepublic.com/> - pulls from Google Autocomplete as does <https://keywordtool.io>
 - Disadvantage: no search count
- Keyword Planner:**
<https://adwords.google.com/home/tools/keyword-planner/>
 - Disadvantage: interface is complex and you need "Free" part of paid tool: www.semrush.com/features/keyword-research/ and <https://www.wordtracker.com>

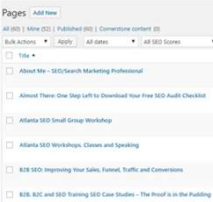
Keyword	Volume
seo consultants	390
seoconsultants	10
seo consulting	880
consultant seo	140
search engine optimization consultants	110

SEO: Attract Your Target Market

Applying Keywords

2 Ways Forward:

- Go back and optimize your EXISTING CONTENT
- Start fresh **Usually the most effective**
 - Modify your content strategy and editorial calendars
 - Mindset change when writing copy



SEO: Attract Your Target Market

"I've Got My Keywords...Now What?"

readability focus keyword

Snippet preview

The perfect focus keyword for your post or page • Yoast
<https://yoast.com/focus-keyword/>
 May 3, 2016 - Choosing the right focus keyword for your post or page is hard. Here are some methods to determine the perfect focus keyword.

Analysis

- You're linking to another page with the focus keyword you want this page to rank for. Consider changing that if you truly want this page to rank.
- The SEO title contains the focus keyword, but it does not appear at the beginning; try and move it to the beginning.
- This page has 3 nofollowed links(s) and 4 normal outbound link(s).
- The images on this page contain alt attributes with the focus keyword.
- The focus keyword appears in 4 (out of 8) subheadings in the copy. While not a major ranking factor, this is beneficial.
- The focus keyword appears in the first paragraph of the copy.
- The keyword density is 1.4%, which is great; the focus keyword was found 20 times.
- The text contains 1384 words. This is more than or equal to the recommended minimum of 300 words.
- The meta description contains the focus keyword.
- In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?
- The page title has a nice length.
- The focus keyword appears in the URL for this page.
- You've never used this focus keyword before, very good.

Focus keyword

focus keyword

Resources: On-Page Optimization

- <https://backlinko.com/on-page-seo>
- <https://linchpinseo.com/on-page-seo/>
- <https://www.semrush.com/blog/content-optimization-list-blogging-for-people-and-search-engines/>



Credit: SEJ

SEO: Attract Your Target Market

4 Keyword Mistakes to Avoid

1. Mistake: pursuing keywords that don't have **proven search count** behind them
2. Mistake: most people are NOT thinking objectively
3. Mistake: not adopting a "what's next" mindset: *15% of searches each day on Google are brand new (Google)*
4. Mistake: not taking advantage that every blog post (every page/URL) is its own opportunity to rank

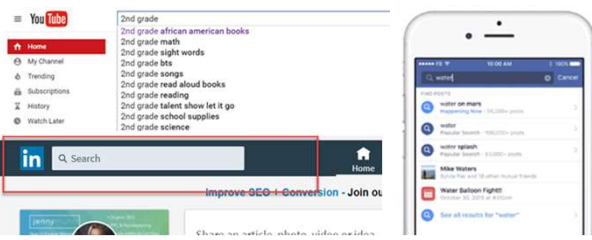
Social Media & SEO

Social SEO: Social Signals

Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. LinkedIn	42 (47.72%)	74 (48.09%)	00:01:13	1.76
2. Twitter	23 (26.14%)	53 (34.42%)	00:01:07	2.30
3. Facebook	20 (22.73%)	22 (14.29%)	00:00:08	1.10
4. Google+	1 (1.14%)	1 (0.65%)	00:00:00	1.00
5. Pinterest	1 (1.14%)	1 (0.65%)	00:00:00	1.00
6. YouTube	1 (1.14%)	3 (1.95%)	00:07:03	3.00

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Social SEO = Alt Search Engines



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Social Media Optimization: 2 Tips

1. Optimizing Social profiles – make sure your profiles have the right keywords that represent your overall brand and company – the more “lead gen oriented” the better
2. Keywords – on social media it’s critical to insert the right keywords to improve your post and content visibility.

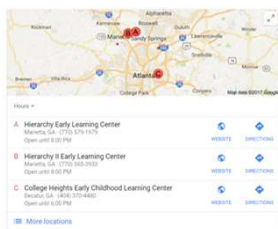
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Local SEO

Local SEO Nuances

Geo-targeted SEO campaigns are an absolute must:


- Local citations
- Google reviews
- Local schema mark-up
- Localized content and images
- Google My Business accounts
- A well-optimized site
- Proximity to searcher




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Analytics/Data



Google Analytics + Search Console





- Most popular pages and posts
- How is traffic getting to your site?
- Website performance metrics
- Site speed

- Top SEO pages
- Top SEO queries
- Backlinks
- Technical Issues

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Google Analytics



Answers the question:	Report:
How is my website performing?	Metrics: visitors, # of pages visited, time on site, etc.
How is traffic getting to my site?	Traffic channels: organic, direct, social, etc.
What are they doing when they get there?	Popular pages and posts

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Google Analytics



ACQUISITION

Overview	1. Organic Search	221 (99.41%)
All Traffic	2. Direct	127 (34.14%)
Channels	3. Referral	21 (9.85%)
Treemaps	4. Social	1 (0.45%)

1.	(not provided)	219 (99.10%)
2.	all photos of jenny	1 (0.45%)
3.	jenny	1 (0.45%)

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Analytics/Data

Use the data to:

Audit: see if you're hitting the mark...prioritize your action plan...

Ongoing: reporting, make sure you're moving in the right

direction

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Final Words

Additional Google Ranking Factors

Over 200 factors (but not all are created equal)

- On-Page
- Technical
- Mobile
- Links

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Questions? Thank You!



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