

*How to Rank on Google*

# → Step-By-Step SEO Implementation Plan



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**Dylan Sun**



*Brought to you by:*

**Equinet Academy**



**Equinet  
Academy**

# How to Rank?

3 Steps to Rank

01



Determine Keywords You  
Want to Rank For

02



Implement On-Page and Off-  
Page SEO

03



Monitor Rankings and Refine/Optimise

01

# Determine Keyword(s) You Want to Rank For

## Keyword Research Process

Understand the consumer journey

Conduct keyword research using keyword research tools

Select keywords you should prioritise ranking for

Group keywords with similar intent into similar pages (unique URLs)

Generate a Spreadsheet with Your Grouped Target Keywords

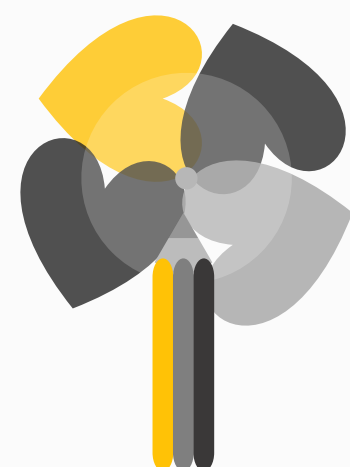
# Understand the Consumer Journey

The consumer journey consists of 3 main stages. It can be used as a guide to develop marketing campaigns targeting relevant content to each stage the customer is at.



# Conduct Keyword Research

Use keyword research tools, both paid and free, to generate massive lists of long-tail and short-tail keywords.



## Google Keyword Planner

<https://ads.google.com/aw/keywordplanner/ideas/new>



## Ahrefs Keyword Explorer

<https://ahrefs.com/keywords-explorer>



## KeywordTool.IO

<https://keywordtool.io/>



## AnswerThePublic

<https://answerthepublic.com/>



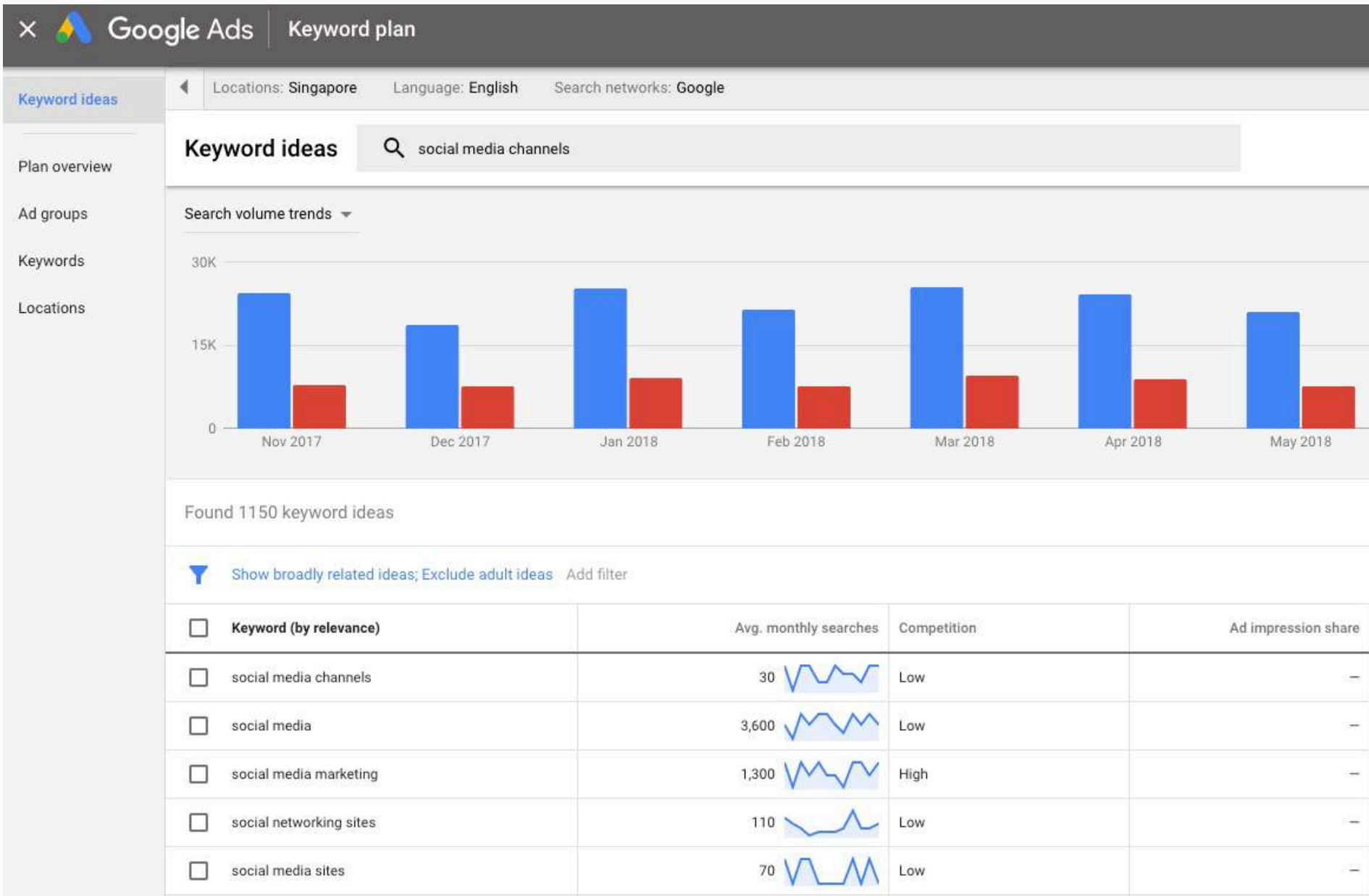
## SpyFu

<https://www.spyfu.com/>



## KWFinder

<https://kwfinder.com/>





# Select Keywords You Should Prioritise Ranking For

Below are various factors you should consider when selecting keywords. In general, you want to select keywords that align with your objectives. For example, if your objective is to generate traffic so you can sell advertising space, you want to target keywords that have high search volume regardless of what the purchase intent is.

## Low competition

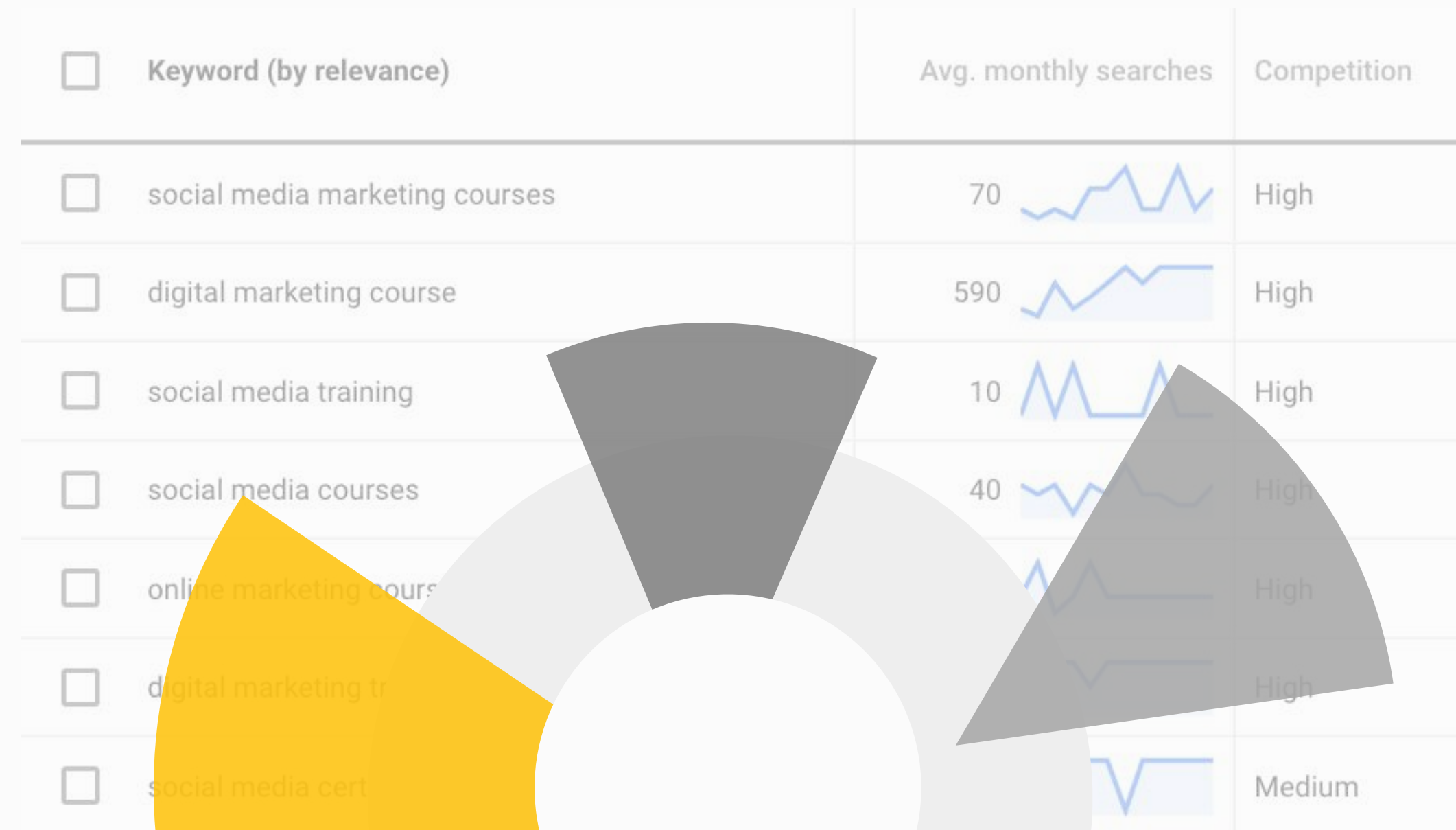
Keywords that are easy to rank for. i.e. top 5 results are non-authoritative domains

## Strong purchase intent

Examples of strong purchase intent keywords include, “buy canon dslr camera” and “best excel course”

## High Search Volume

Authoritative domains can and should prioritise targeting these keywords to capture more traffic



## Long-Tail

Long-tail keywords are generally 3 words or longer and tend to be less competitive than generic keywords

## Location-based

Location-based keywords include the country name or imply location intent in the search query

## Aligns to Your Objectives

Ultimately, keyword prioritisation should align to your objectives. If your objective is to increase brand awareness, you should target keywords with higher search volumes. If it is to increase sales, you want to prioritise keywords with strong purchase intent.

# Group Keywords with Similar Intent into Similar Pages

Search intent is the expectation a searcher has regarding the relevancy and usefulness of the results returned when using a search engine. Ranking one keyword for every page is no longer recommended. Instead, optimising a single page for dozens of similar-intent keywords is currently the best practice.

## Examples

### Social Media Marketing Course (Keywords)

social media marketing course,  
social media workshop,  
social media marketing classes

### Digital Marketing Strategy Article (Keywords)

what is digital marketing strategy,  
digital marketing strategy

### SEO Course (Keywords)

seo course,  
seo course singapore,  
seo course skillsfuture

### Social Media Statistics Article (Keywords)

social media statistics,  
social media statistics singapore

# Generate a Spreadsheet with Your Grouped Target Keywords

Keyword Research Template available at: <https://docs.google.com/spreadsheets/u/1/d/1YVFBik9qaB-90xyHGTI10BVIHMmKtodef3FIONFvtrHU/edit#gid=0>

A	B
SEO Title:	Digital Marketing Short Courses Singapore   Equinet Academy
Page URL:	<a href="https://www.equinetacademy.com/internet-marketing-course-singapore/">https://www.equinetacademy.com/internet-marketing-course-singapore/</a>
Meta Description:	Take Away Actionable Digital Marketing Strategies in 2 Days. Realistic, hands-on learning, led by industry experts. Browse all digital marketing courses.
Content Type & Format (Blogpost, Article, Ebook, Whitepaper, Video, Infographic, Interview, Roundup, Listicle, Case Study, Research):	Landing Page
Competitors to Track and Analyse:	<a href="http://www.kaplan.com.sg/digital-marketing-certification-programmes/">http://www.kaplan.com.sg/digital-marketing-certification-programmes/</a> <a href="http://www.mis.org.sg/seminars/course/integrated-digital-marketing-strategies">http://www.mis.org.sg/seminars/course/integrated-digital-marketing-strategies</a> <a href="https://www.happymarketer.com/training/">https://www.happymarketer.com/training/</a>
Stage of Consumer Purchase Funnel (Awareness, Consideration, Purchase):	Consideration - Purchase
Search Intent (I want to know, I want to do, I want to go, I want to buy):	I want to know, I want to do
Target Keywords to Rank For	Search Volume
digital marketing course singapore	800
digital marketing courses singapore	150
digital marketing course	200
best digital marketing course singapore	10
digital marketing course in singapore	10
digital marketing workshop singapore	20
digital marketing course singapore wda	60
digital marketing course materials	10
digital marketing course book	10
digital marketing course to become expert digital marketer	10
digital marketing course sg	10
digital marketing lessons	10
digital marketing short course singapore	50





# Summary of Step 1

Determine Keywords You Want to Rank For

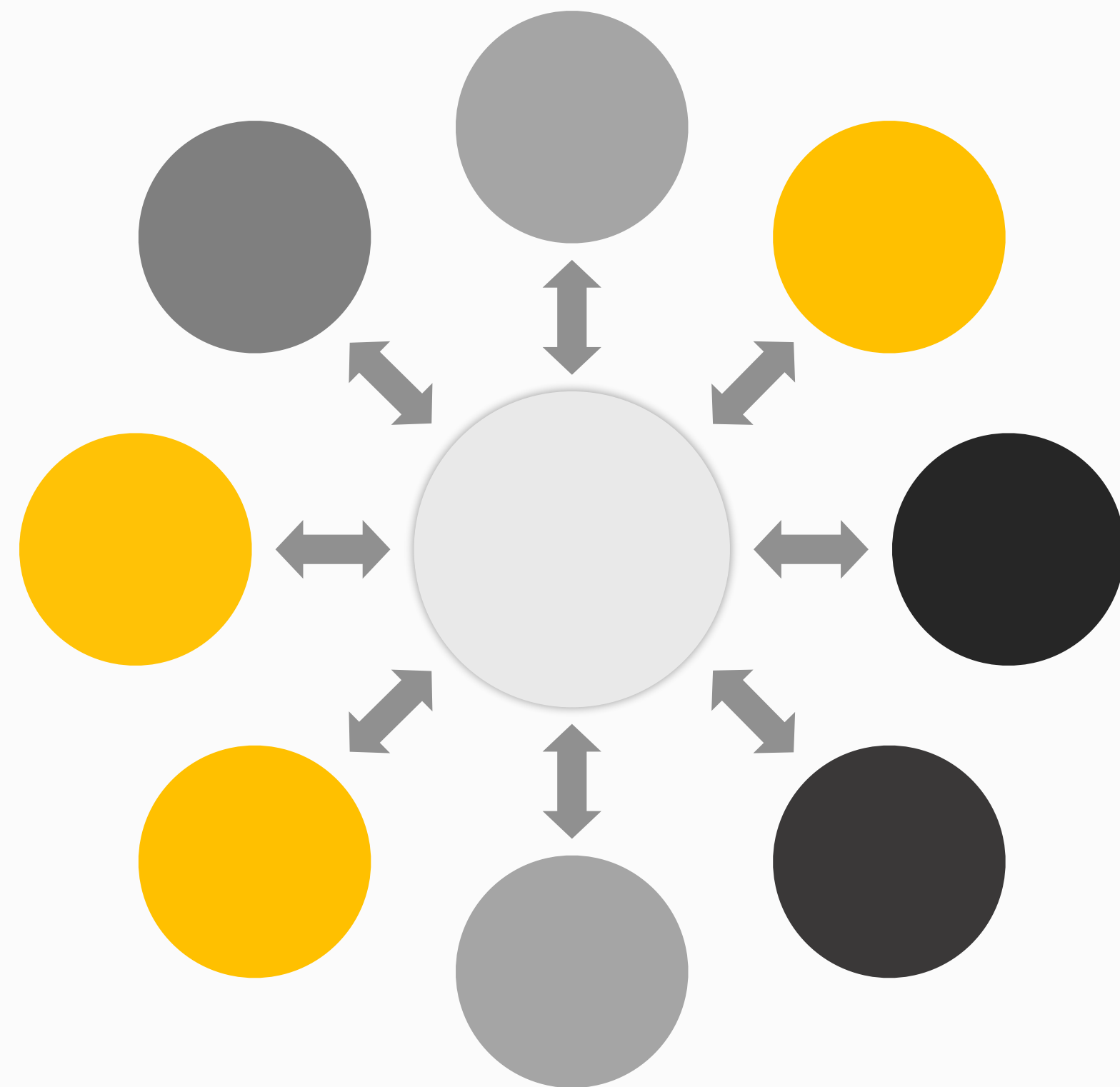
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- Understand the consumer journey
- Conduct keyword research using keyword research tools
- Select keywords you should prioritise ranking for

- Group keywords with similar intent into similar pages (unique URLs)
- Generate a Spreadsheet with Your Grouped Target Keywords

# Implement On-Page and Off-Page SEO

Once you've determined what keywords you want to rank for, it's time to take action! Implement on-page and off-page SEO proficiently and watch your rankings soar!



- ✓ Google your target keywords and analyse the top ten results
- ✓ Create 10X content for each target keyword group
- ✓ Include target keywords in all essential areas of your page
- ✓ Mark up your content with Schema.org (if applicable)
- ✓ Build and maintain internal links
- ✓ Conduct an SEO website audit to ensure your website is SEO-friendly
- ✓ Verify your website with Google Search Console and submit your sitemap
- ✓ Amplify your content and build backlinks

# Google Your Target Keywords and Analyse the Top 10 Results

Google and analyse the top ten results to see if you can add any unique value on top of the competition.

- **Can you add unique value?**
- **Can you answer the question (keyword/search query) 10X better than all the results (top 10) combined?**
- **Can you acquire more backlinks than each of the top 10 results?**

If you are confident your content will answer the query better than the top ten results, then develop an action plan to create/optimize those pages.

## Social Media Marketing Training Course 2018 | Equinet Academy

<https://www.equinetacademy.com/social-media-marketing-training-course/> ▼

Learn the step-by-step process in creating, managing, sustaining, & measuring your **Social Media Marketing** efforts in this 2-day course. Updated to 2018.

## NICF- Social Media Marketing - NUS ISS

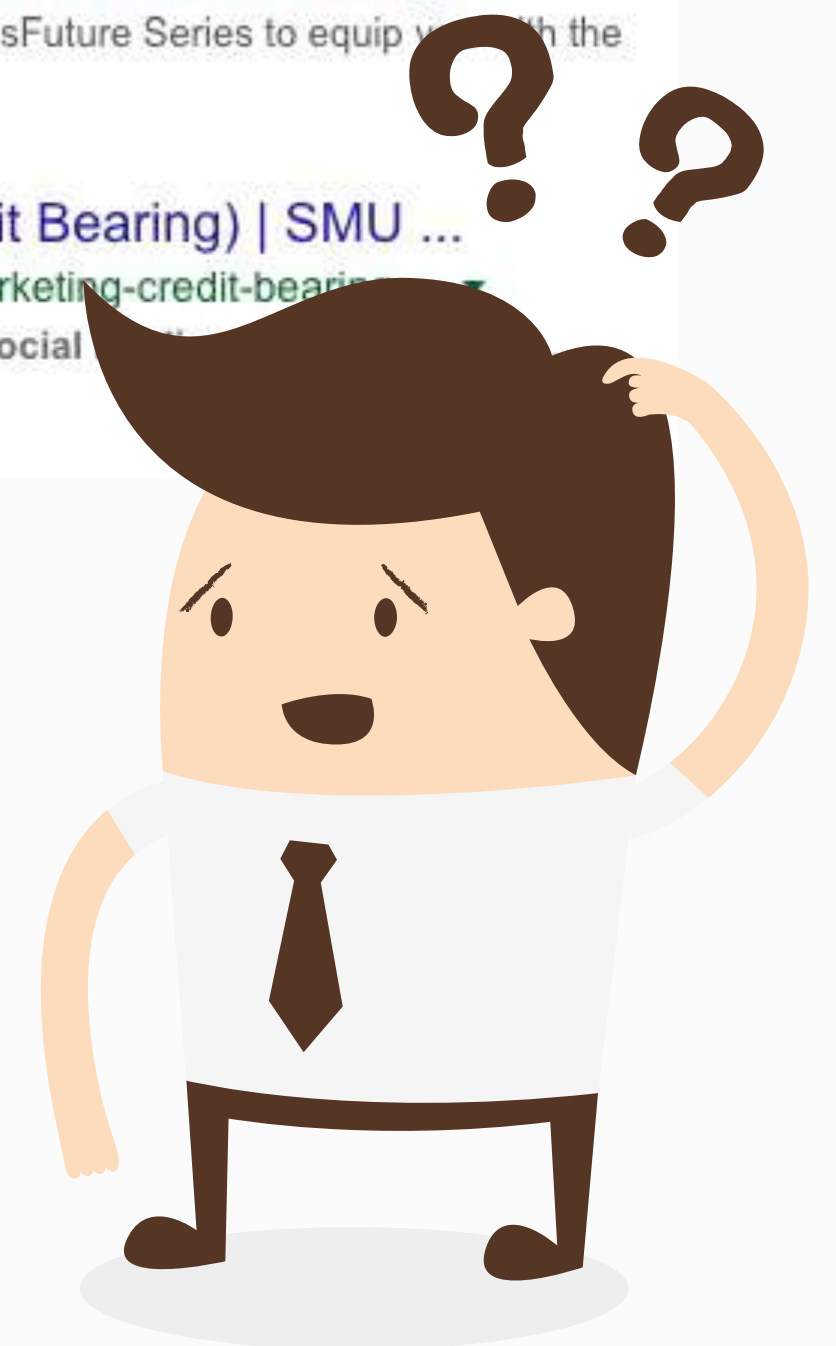
<https://www.iss.nus.edu.sg/executive-education/course/.../nicf--social-media-marketing> ▼

NUS-ISS offers **social media marketing** course as part of the SkillsFuture Series to equip you with the knowledge & skills to implement social media strategies for ...

## Digital Marketing - Social Media Marketing (Credit Bearing) | SMU ...

<https://academy.smu.edu.sg/digital-marketing-social-media-marketing-credit-bearing> ▼

Sep 6, 2018 - Harness the almost limitless **marketing** potential of **social** media.  
SkillsFuture Course Name\*: **Social Media Marketing**.





# Create 10X Content for Each Target Keyword Group

Creating 10X content means creating content that is 10 times better than any of your competitors ranking on Google.

This will allow the content to amplify itself. Some actionable examples include:



Writing a more comprehensive answer to answer the search query, and going a step further by including detailed examples.



Adding media elements (e.g. video, diagrams, pictures, infographics) to make your content more visual and appealing.



Rolling out higher quality products and backing them up with social proof.



Rolling out higher quality products and backing them up with social proof.

## Social Media Marketing Course (Keywords)

social media marketing course,  
social media workshop,  
social media marketing classes

2-Day Hands-On Social Media Marketing Training in Singapore  
How to Create Sustainable B2B & B2C Social Media Marketing Campaigns

SIGN UP FOR THIS CLASS

Social Media Marketing (SMM) Course Overview

Course Fees and Funding/Subsidies

Course Fee: \$8990 \$8750 nett

Course Fee (After \$8500 SkillsFuture Credit\*): \$8250

How to Claim SkillsFuture (Step-By-Step Guide)

CRS No.: CRS-N-0043619

\*This course is approved for SkillsFuture Credit.

Course Highlights

## Social Media Statistics Article (Keywords)

social media statistics,  
social media statistics singapore

SOCIAL MEDIA MARKETING

15 KEY SOCIAL MEDIA STATISTICS FOR SINGAPORE DIGITAL MARKETERS (WITH ANALYSIS) | EQUINET ACADEMY

16 SHARES

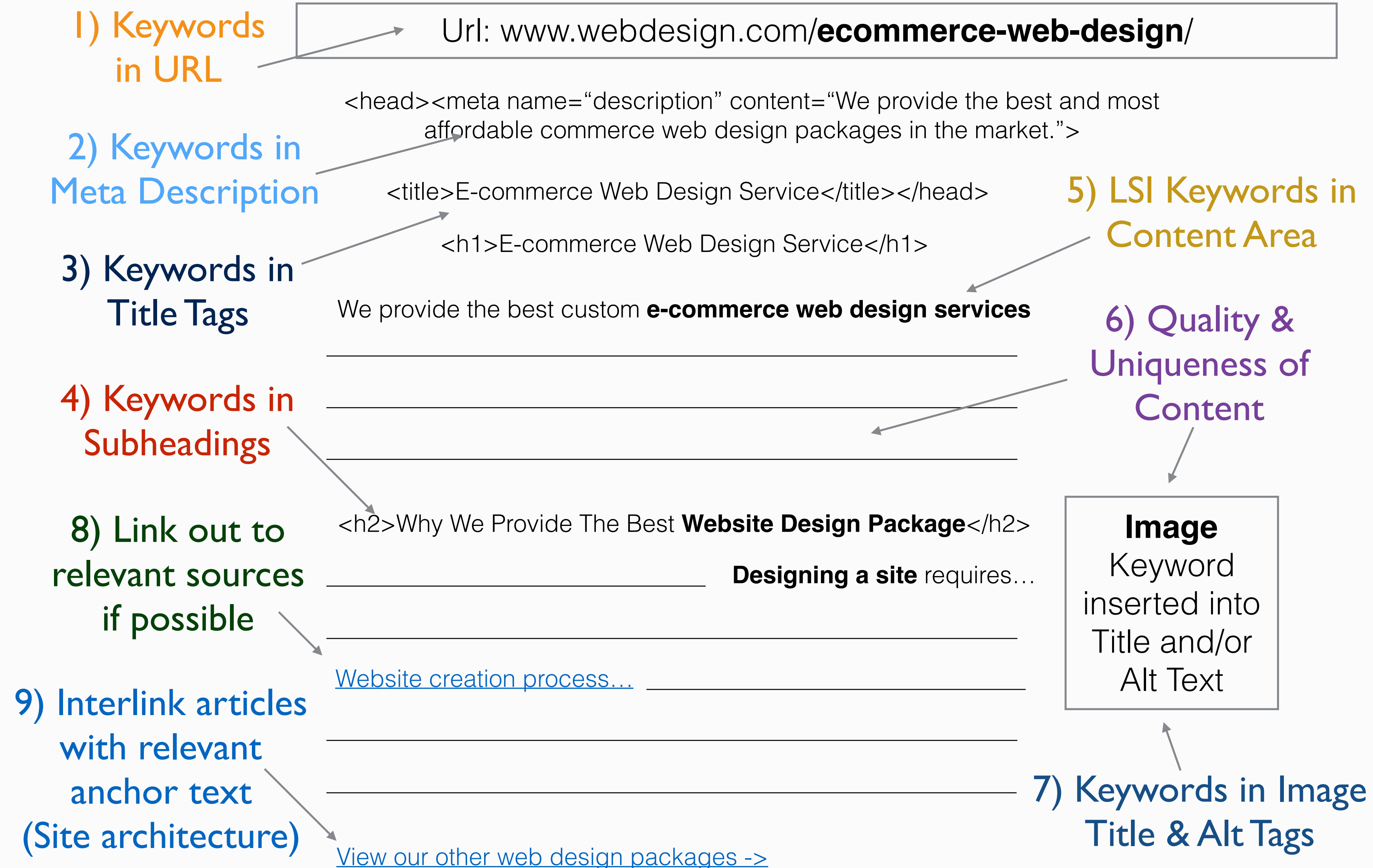
Social media platforms in Singapore have come a long way since Friendster and Myspace. In this article, we take a look at the key social media usage and engagement statistics relative to Singapore audiences, and analyse what they mean for digital marketers targeting audiences in Singapore. Let's get started!

Digital and Social Media Statistics, Singapore

1. Singapore has one of the highest digital consumption rates in the world.



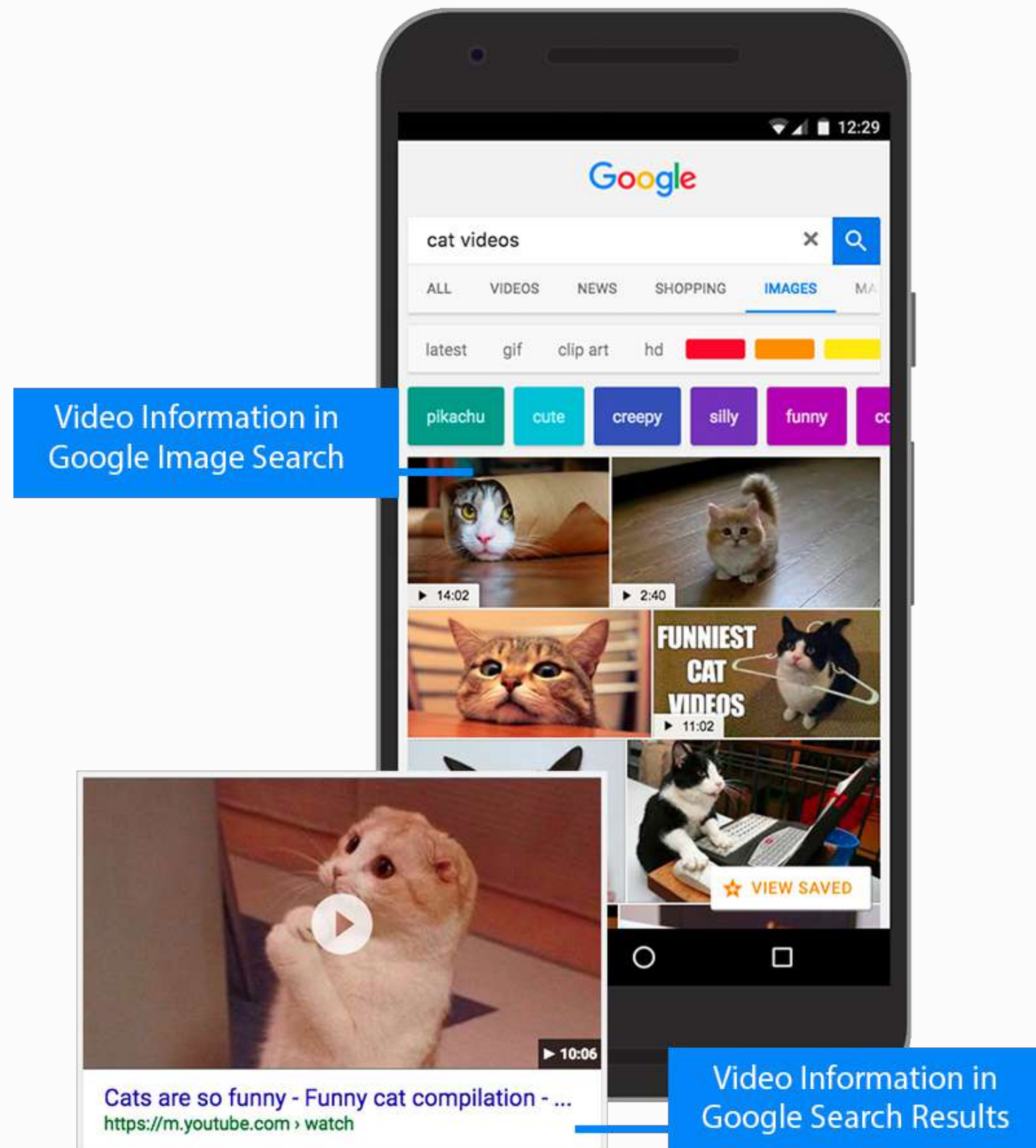
# Include Target Keywords in All Essential Areas of Your Page



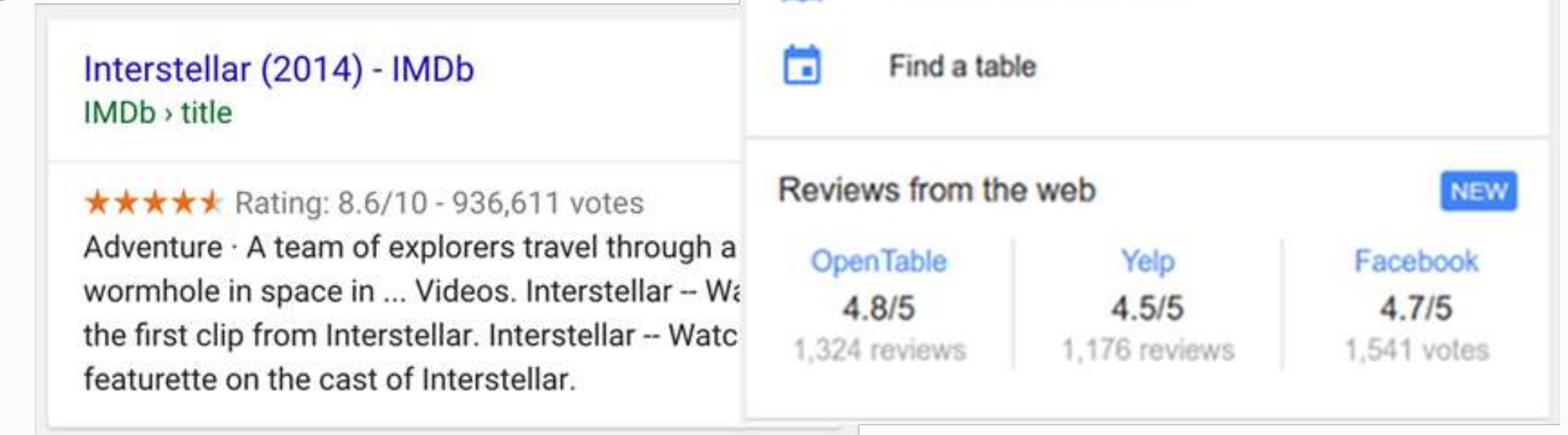
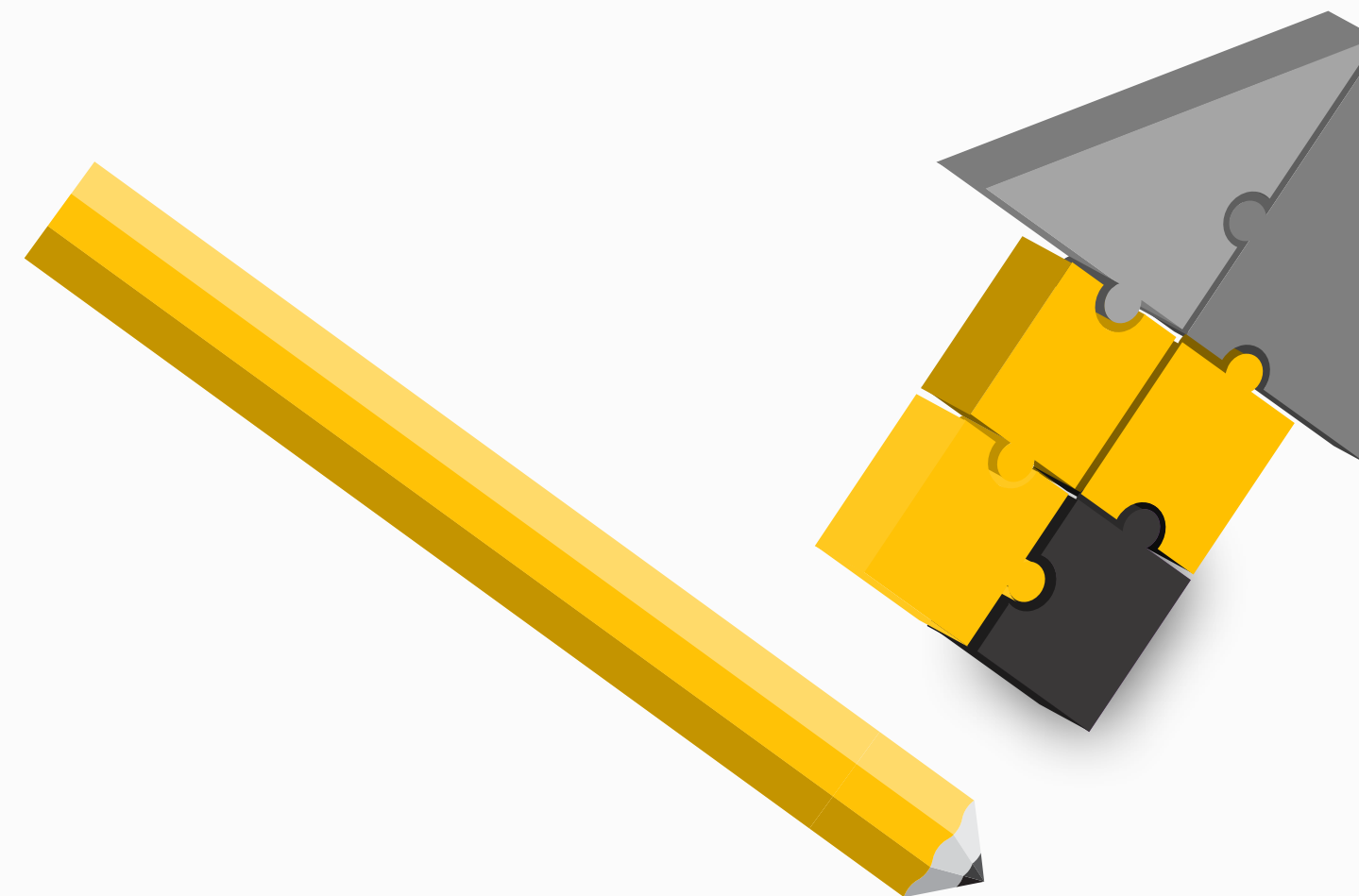
# Mark Up Your Content with Schema.Org (if Applicable)

Qualifying content types that can be marked up and displayed as rich snippets on Google can be found here

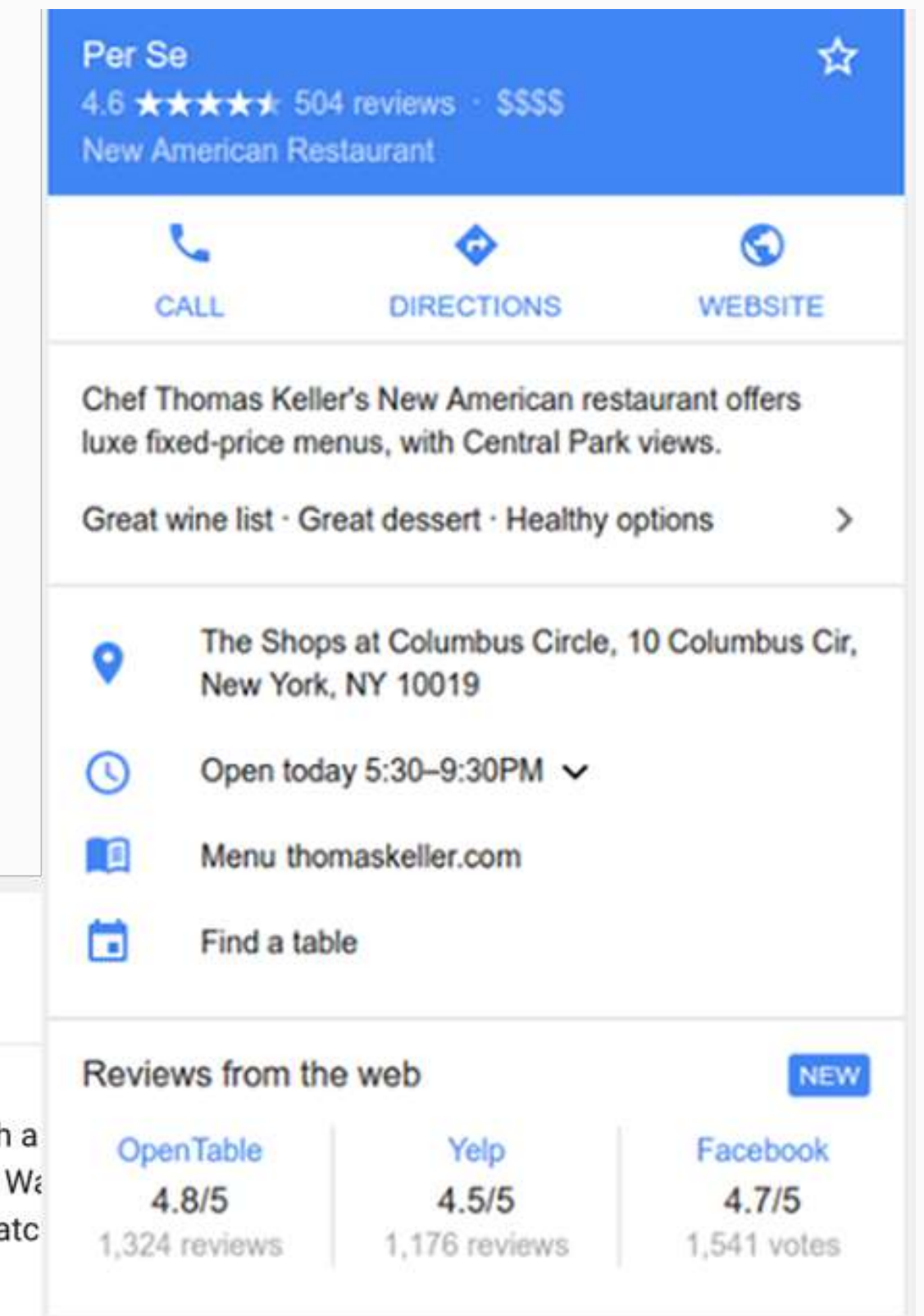
<https://developers.google.com/search/docs/data-types/article>



If you have video content, you can mark up your content with video Schema to allow it to appear in video search results.



If you're a review website, you can mark your pages with review Schema in order to display the "rating" rich snippets.





# Build and Maintain Internal Links

Internal links help to signal to Google which pages are important and provide relevant context, which helps to increase overall website rankings. Pages with many incoming internal links are deemed more important and rank better than pages with little to no incoming links.

## Course Description

Search Engine Optimisation or SEO is the process of optimising a website to rank on top of the search engine results pages for queries that potential customers key in to find your products and services).

Not sure what is SEO? Read this guide first: [What is SEO? A Guide to Getting Started with Search Engine Optimisation](#)

Organic search traffic is ranked one of the most effective digital marketing channels when it comes to converting qualified prospects. In the UK, **Marketing Land** and in Singapore, **Google has over 90% of marketshare** among other popular search engines such as Bing and Yahoo.

This intensive 2-day Search Engine Optimisation (SEO) Training course covers the most up-to-date search marketing strategies for existing businesses.

To better facilitate the learning, each participant will be provided with a demo website for practical sessions on keyword research and website building. Participants will also have the opportunity to work on their own websites should they choose to.

## SEO WHAT IS SEO AND HOW IT WORKS?

22  
SHARES

Twitter LinkedIn Facebook Google+ Buffer Pinterest +

### What is SEO?

**SEO or Search Engine Optimisation** is the practice of influencing the organic search engine rankings of a website (and its webpages) for a chosen set of search queries or target keywords.

This “practice” consists of 5 disciplines which we will cover briefly in the later part of this post:

1. Keyword research
2. On-page SEO
3. Off-page SEO
4. Local SEO
5. International SEO

Some of the biggest search engine players in Asia are:

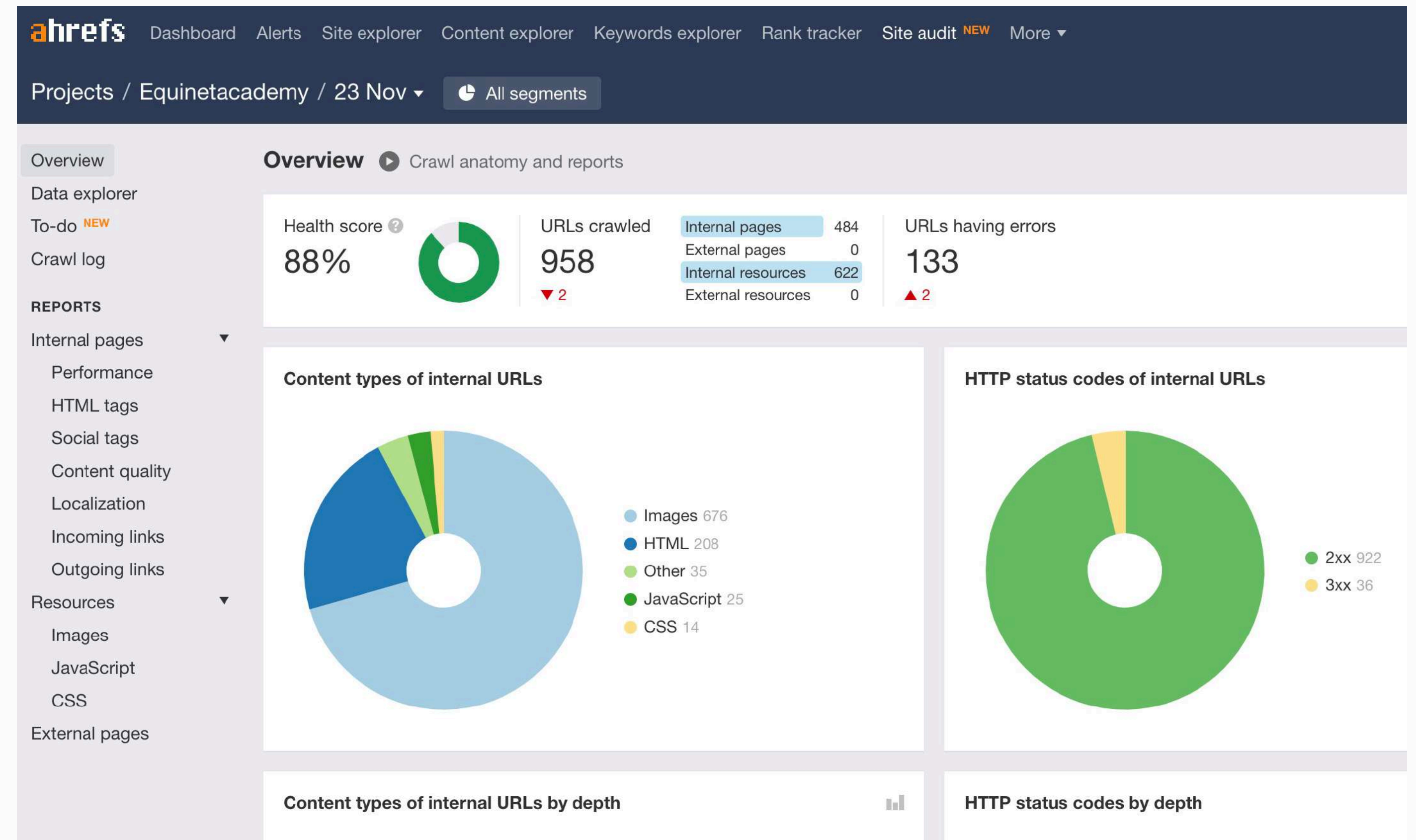
- Google
- Bing
- Yahoo
- Baidu (China)
- Naver (South Korea)

# Conduct an SEO Website Audit to Ensure Your Website is SEO-friendly

Technical SEO issues are a frequent occurrence. Minor issues such as missing SEO tags usually don't do much harm to your rankings. But not keeping them in check can lead to a gradual drop in rankings over time. It is recommended to conduct a technical SEO audit at least once a month with tools such as Ahrefs, Semrush, ScreamingFrog, and Google Search Console.

## Potential Technical SEO Issues:

- **Errors**  
Major errors include site not being mobile friendly, pages loading slowly, blocking search engine spiders.
- **Warning**  
Thin content, duplicate content, missing SEO tags, wrong implementation of SEO tags
- **Notices**  
Un-secure website (Not HTTPS), images need to be compressed, orphan pages.



Source: [www.ahrefs.com](https://www.ahrefs.com) Site Audit Tool

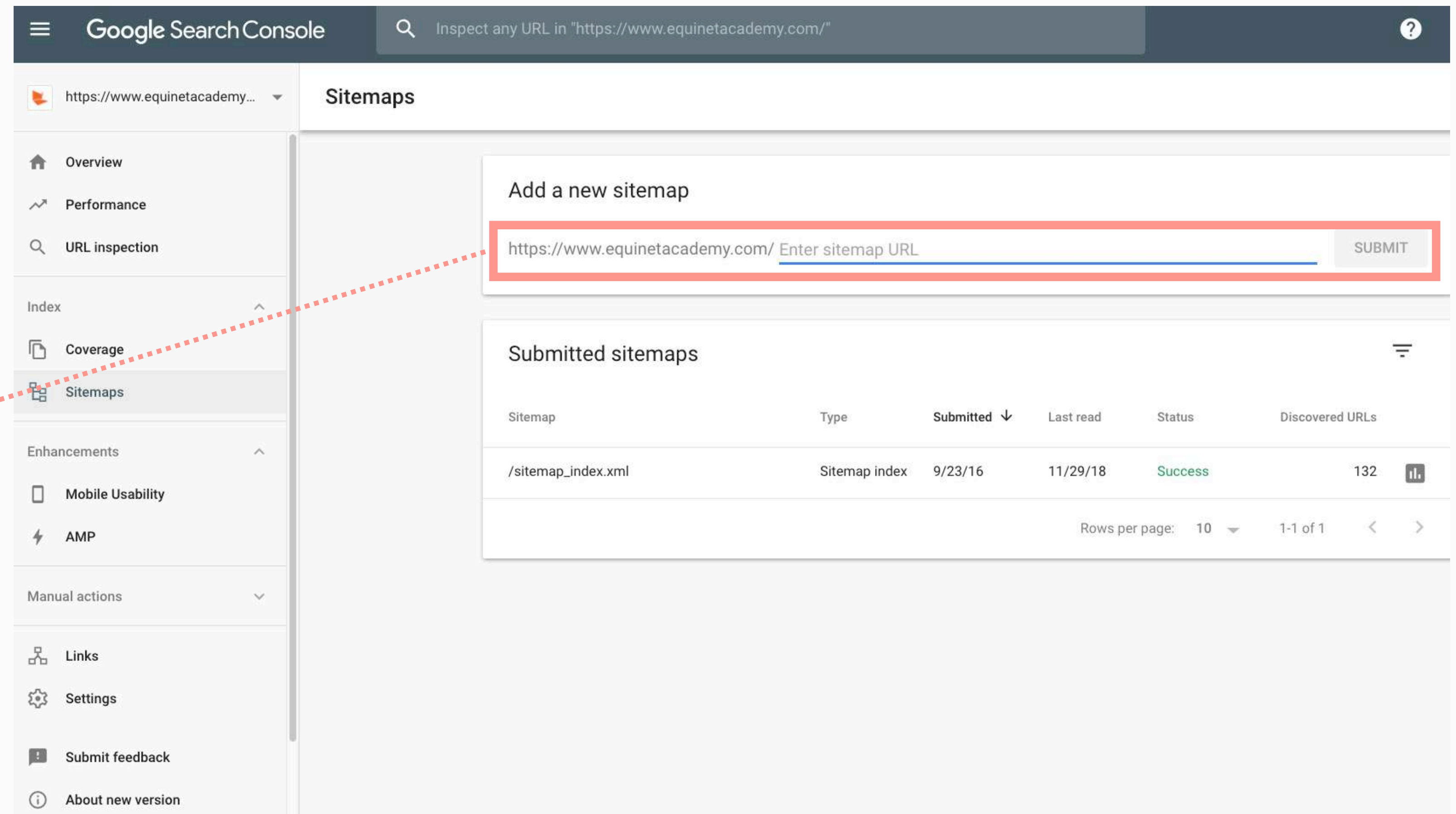


# Verify Your Website with Google Search Console and Submit Your Sitemap

Verify your website with Google Search Console at:

<https://search.google.com/search-console/about>

Create an [XML sitemap](#) and upload it to Google Search Console => Sitemaps



The screenshot shows the Google Search Console interface for the website <https://www.equinetacademy.com/>. The left sidebar contains navigation links: Overview, Performance, URL inspection, Index, Coverage, Sitemaps (highlighted), Enhancements, Mobile Usability, AMP, Manual actions, Links, Settings, Submit feedback, and About new version. The main content area is titled 'Sitemaps' and features a section 'Add a new sitemap' with a text input field containing 'https://www.equinetacademy.com/' and a 'SUBMIT' button. Below this is a table titled 'Submitted sitemaps' with columns: Sitemap, Type, Submitted, Last read, Status, and Discovered URLs. The table contains one entry: /sitemap\_index.xml, Sitemap index, 9/23/16, 11/29/18, Success, and 132. A red dotted line connects the 'Sitemaps' link in the sidebar to the 'Add a new sitemap' section.

Sitemap	Type	Submitted	Last read	Status	Discovered URLs
/sitemap_index.xml	Sitemap index	9/23/16	11/29/18	Success	132

# Amplify Your Content and Build Backlinks

Amplifying your content via social media and digital PR helps your brand earn mentions and backlinks. These signals are picked up by Google and contribute to the trust and authority “equity” of your domain name. The higher the authority and trust signals of your domain, the better your overall rankings. If you’re starting out and find it difficult to earn backlinks, start with this [4-step link building process](#).



## 3 Main Types of Off-Page SEO Tactics

### Submission-Based Link Building

These links are submitted to niche directories, resource pages, guest posting, forum posting, private blogs, etc.

01

### Manual Outreach

Acquiring backlinks through this method requires effective email outreach templates, a great value proposition, and good relationships with webmasters and influencers.

02

### Content Amplification via Social Media, Digital PR, etc.

This is the toughest method to guarantee backlinks, as it requires content that provides immense value and viral elements in order to go viral and earn backlinks. Even though going viral may earn you a ton of social shares, it may not earn you any backlinks.

03

# Summary of Step 2

Implement On-Page and Off-Page SEO

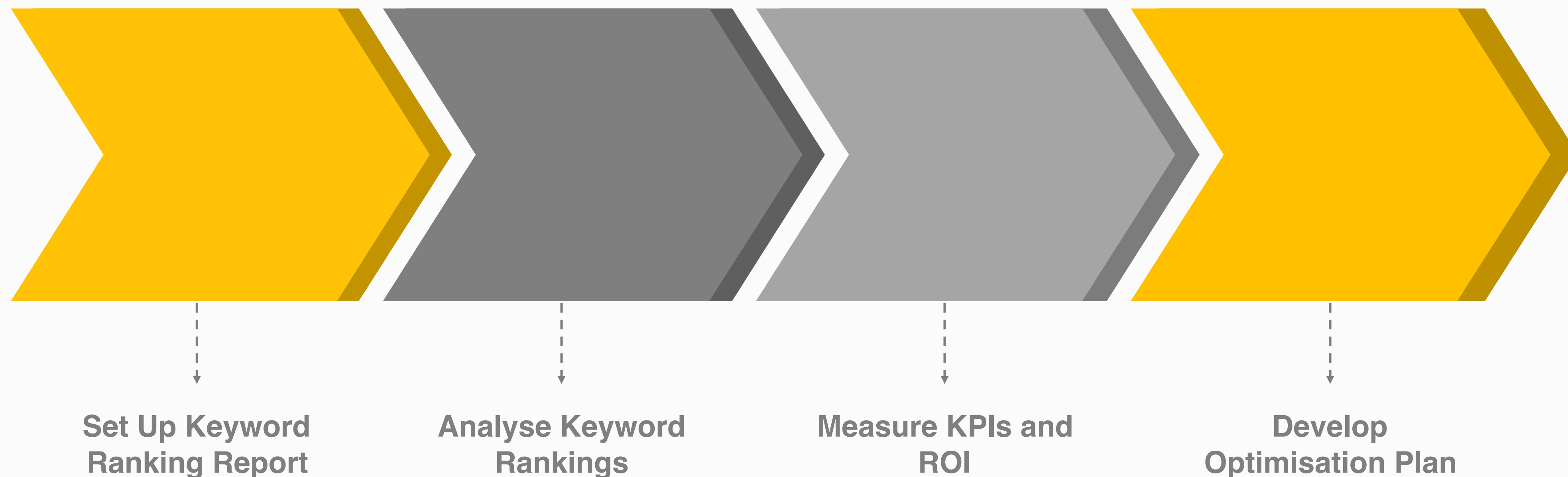
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- Google your target keywords and analyse the top ten results
- Create 10X content for each target keyword group
- Include target keywords in all essential areas of your page
- Mark up your content with Schema.org (if applicable)
- Build and maintain internal links
- Verify your website with Google Search Console and submit your sitemap
- Conduct an SEO website audit to ensure your website is SEO-friendly
- Amplify your content and build backlinks

# 03

## Monitor Rankings and Refine/Optimise

“To guarantee success, spend 95% of your time defining the problem and 5% of the time solving it.” - Avinash Kaushik. Well, probably not 95% of the time, but you get the meaning. In this section, we will go through how to interpret SEO reports and improve not just your keyword rankings, but your business.



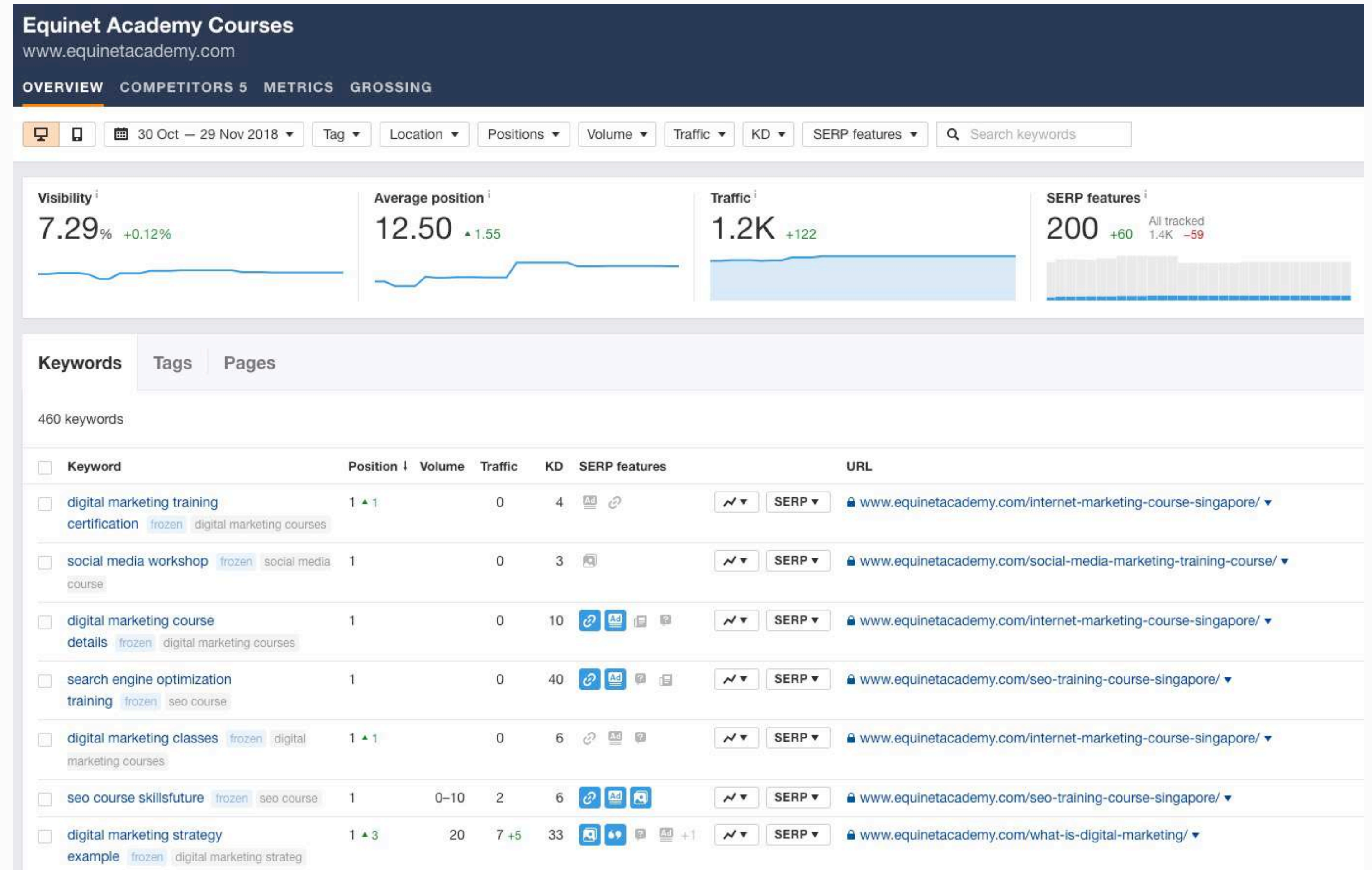


# Set Up Keyword Ranking Report

Import your keyword research lists into keyword ranking reporting tools such as:

- Ahrefs
- Semrush
- SERPROBOT

Alternatively, link Google Search Console to Google Analytics and track the average ranking position.





# Analyse Keyword Rankings - Case Study 1

## How do you rank on the 1st page of Google?

Conduct a content audit of your website to identify which keyword rankings can be improved.

Keyword		Volume <sup>i</sup>	KD <sup>i</sup>	CPC <sup>i</sup>	Traffic <sup>i</sup>	Position <sup>↓</sup> <sup>i</sup>	URL <sup>i</sup>
lucky draw prizes ideas	②	70	2	0.10	2.0	1 12	<a href="http://www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/">www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/</a> ▼
lucky draw ideas	④	60	1	—	3.6	1	<a href="http://www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/">www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/</a> ▼
online contest	②	30	13	0.07	10	1	<a href="http://www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/">www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/</a> ▼
social media contest	④	30	18	—	2.1	6 12	<a href="http://www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/">www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/</a> ▼
lucky draw prizes suggestions	②	40	3	0.25	0.24	8 14	<a href="http://www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/">www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/</a> ▼
lucky draw prizes ideas	②	70	2	0.10	0.84	13 12	<a href="http://www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/">www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/</a> ▼
lucky draw prizes suggestions	②	40	3	0.25	0.19	17 19	<a href="http://www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/">www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/</a> ▼
online contest singapore	②	60	0	0.70	0.21	19 10	<a href="http://www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/">www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/</a> ▼
facebook contest	⑤	100	36	0.70	0.02	33 15	<a href="http://www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/">www.equinetacademy.com/social-media-contest-ideas-can-immediately-use/</a> ▼

Facebook contest

Ranking Position: 33 (Page 3, 3rd position)

In the above example, the webpage is ranking on the first page for certain keywords like “social media contest”, but not so well for keywords like “facebook contest”. Let’s investigate.



If we analyse the first page results for the keyword “facebook contest ideas”, we can see that the title tags all include the keywords “Facebook”, “Contest”, “Ideas”.

The page that is ranking lower doesn't include the exact keyword in the title.

**Key takeaway:**  
To get on the first page of Google, you may need to create more specific and relevant content to better address the search query.

Google search results for "facebook contest ideas". The results list several articles, with red dotted lines connecting specific titles to the text on the left:

- 25 Creative Facebook Contest Ideas You Can Use Today - Wishpond**  
<https://blog.wishpond.com/post/55008555655/5-sure-fire-facebook-contest-ideas>  
This Facebook contest idea is very simple: Take a product you sell and ask people how they would use it if they owned it. Push people to think about something ...
- 13 Killer Facebook Contest Ideas - Kim Garst**  
<https://kimgarst.com/13-killer-facebook-contest-ideas>  
Aug 15, 2018 - 13 Killer Facebook Contest Ideas. A Facebook Live contest. You know I LOVE Facebook Live! Caption this photo or image contest. "Help us come up with an idea" contest. Fill in the blank contest. Fan of the week contest. A video contest. Submit and vote for your favorite photo contest. A quiz or trivia contest.
- 8 Facebook Contest Ideas You Can Run on Your Timeline TODAY**  
<https://www.postplanner.com/facebook-timeline-contest-ideas/>  
8 Facebook Contest Ideas You Can Run on Your Timeline TODAY. Like to Win. If your business is looking to run a quick Facebook contest to reward fans, the "Like to Win" contest is definitely one of the easiest contests for fans to participate. Comment to Win. Like and Comment to Win. Caption Contest. Fill-in-the-Blank ...
- 30 Facebook Timeline Contest Ideas That Drive Likes and Comments ...**  
<https://www.jeffbullas.com/Blog/Facebook>  
Brands can now run Facebook contests on their fan page timelines. How do you ensure this works? Here are 30 Facebook timeline contest ideas for inspiration.
- 25 Proven Facebook Contest Ideas That Drive Great Results**  
<https://www.soravjain.com/facebook-contest-ideas-that-drive-great-results>  
May 11, 2018 - 25 Types of Facebook Contest Ideas For Brands To Get Quick Entries: #2 Tag A Friend Contests. #3 Trivia Contests. #4 Selfie Contests. #5 Biggest Fan Contests. #6 Fill in the Blank Contests. #7 360 Video/Photo Contests. #8 Special Day Contests. #9 Brand Based Contests.
- 11 Facebook Contest Ideas That You Can Deploy in (2018)**  
<https://blog.apollineadiju.com/facebook-contest-ideas/>  
Feb 25, 2018 - Facebook Contest Ideas that brands like you can use today to spark engagement, increase brand awareness, grow your email list and boost ...
- 25 Social Media Contest Ideas to Engage Your Customers - Small ...**  
<https://smallbiztrends.com/2017/03/social-media-contest-ideas.html>  
Mar 9, 2017 - One of the most standard ways to run a social media contest is to just give away a prize to one of your followers on Facebook, Twitter or another ...



# Analyse Keyword Rankings - Case Study 2

How to increase your rankings if you are already ranking on the first page of Google?

Analyse the the top 5 results, formulate hypothetical scenarios, and gather evidences.

Google search results for "facebook contest ideas". The top 5 results are highlighted with red boxes and question marks.

- 25 Creative Facebook Contest Ideas You Can Use Today - Wishpond**  
<https://blog.wishpond.com/post/55008555655/5-sure-fire-facebook-contest-ideas/>  
This Facebook contest idea is very simple: Take a product you sell and ask people how they would use it if they owned it. Push people to think about something ...
- 13 Killer Facebook Contest Ideas - Kim Garst**  
<https://kimgarst.com/13-killer-facebook-contest-ideas/>  
Aug 15, 2018 - 13 Killer Facebook Contest Ideas. A Facebook Live contest. You know I LOVE Facebook Live! Caption this photo or image contest. "Help us come up with an idea" contest. Fill in the blank contest. Fan of the week contest. A video contest. Submit and vote for your favorite photo contest. A quiz or trivia contest.
- 8 Facebook Contest Ideas You Can Run on Your Timeline TODAY**  
<https://www.postplanner.com/facebook-timeline-contest-ideas/>  
8 Facebook Contest Ideas You Can Run on Your Timeline TODAY. Like to Win. If your business is looking to run a quick Facebook contest to reward fans, the "Like to Win" contest is definitely one of the easiest contests for fans to participate. Comment to Win. Like and Comment to Win. Caption Contest. Fill-in-the-Blank ...
- 30 Facebook Timeline Contest Ideas That Drive Likes and Comments ...**  
<https://www.jeffbullas.com/Blog/Facebook/>  
Brands can now run Facebook contests on their fan page timelines. How do you ensure this works? Here are 30 Facebook timeline contest ideas for inspiration.
- 25 Proven Facebook Contest Ideas That Drive Great Results**  
<https://www.soravjain.com/facebook-contest-ideas-that-drive-great-results/>  
May 11, 2018 - 25 Types of Facebook Contest Ideas For Brands To Get Quick Entries: #2 Tag A Friend Contests. #3 Trivia Contests. #4 Selfie Contests. #5 Biggest Fan Contests. #6 Fill in the Blank Contests. #7 360 Video/Photo Contests. #8 Special Day Contests. #9 Brand Based Contests.
- 11 Facebook Contest Ideas That You Can Deploy in (2018)**  
<https://blog.apollineadiju.com/facebook-contest-ideas/>  
Feb 25, 2018 - Facebook Contest Ideas that brands like you can use today to spark engagement, increase brand awareness, grow your email list and boost ...
- 25 Social Media Contest Ideas to Engage Your Customers - Small ...**  
<https://smallbiztrends.com/2017/03/social-media-contest-ideas.html>  
Mar 9, 2017 - One of the most standard ways to run a social media contest is to just give away a prize to one of your followers on Facebook, Twitter or another ...



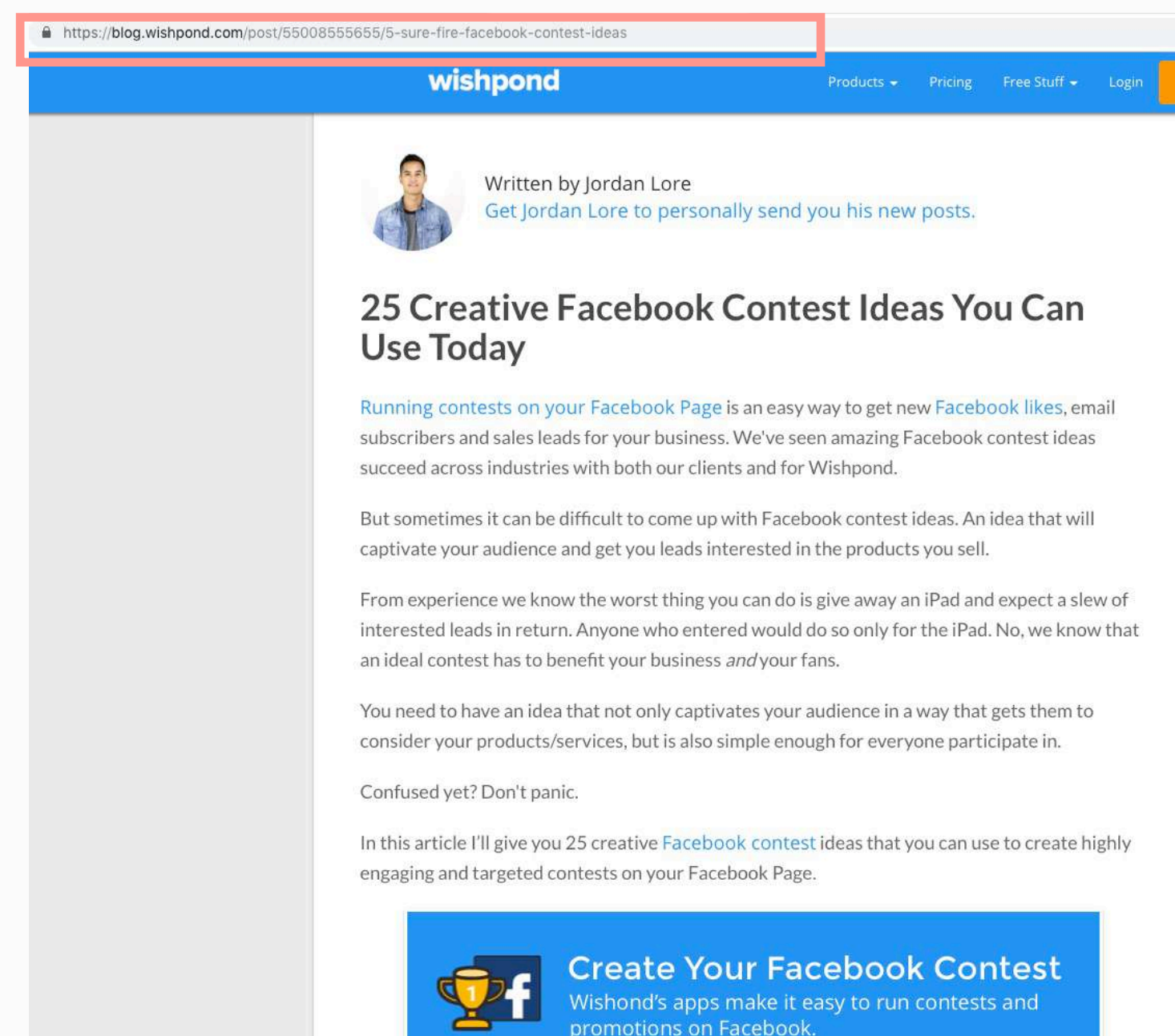
The top ranking page has 27 different websites linking to it, while the 6th ranking position only has 14. Of course, the authority and relevancy of the referring domains are also a ranking factor. However, in this case, the referring domains is almost double.





Both content are comprehensive with good use of visual elements (e.g. images, screenshots). However, the top ranking page on the left provides more ideas. This could result in a higher click through rate i.e. searchers preferring to click on the left example, spending more time on the page, etc. Google picks up these signals over time and determines the ranking positions accordingly.

<https://blog.wishpond.com/post/55008555655/5-sure-fire-facebook-contest-ideas>



<https://blog.apollineadiju.com/facebook-contest-ideas/>



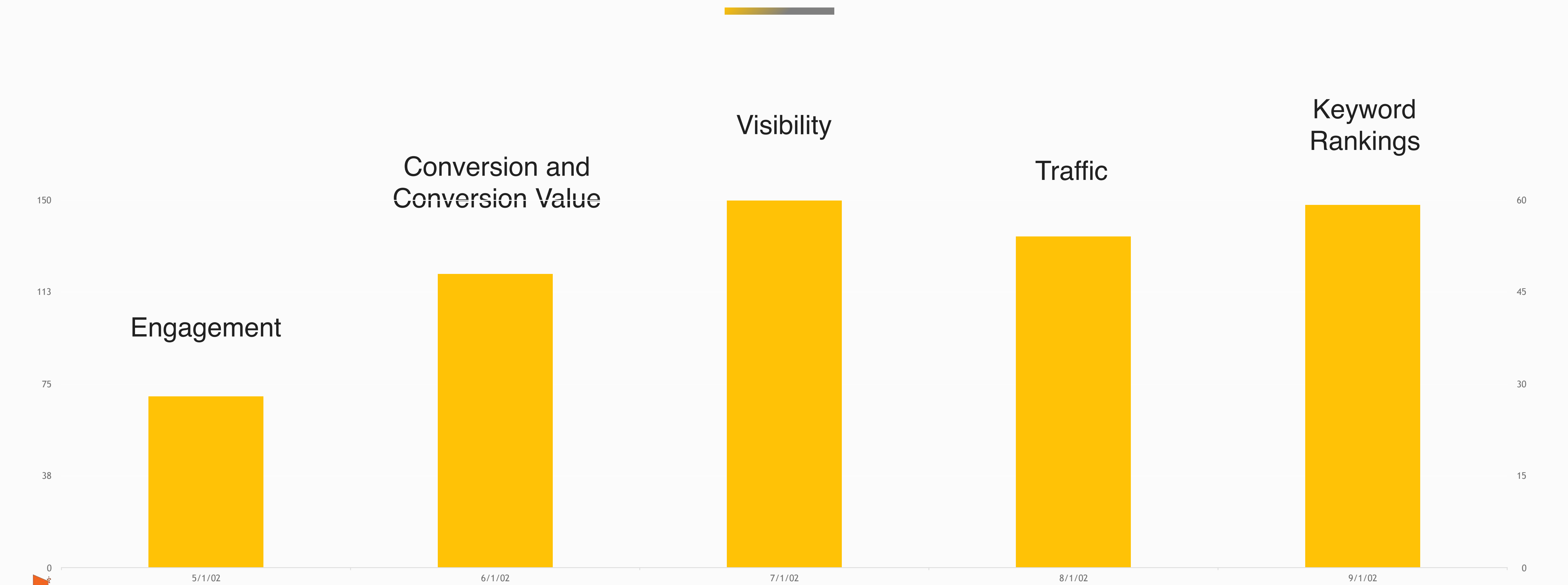
## Key takeaways:

To rank on the top 5 results:

- ✓ Create more relevant content for lower ranking keywords
  - ✓ Reprioritise keyword optimisation on the same page
  - ✓ Improve the quality and relevancy of the content
  - ✓ Increase internal links and backlinks to the page
  - ✓ Make your search result snippet enticing to click through
- Or a combination of the above mentioned

# Measure KPIs and ROI

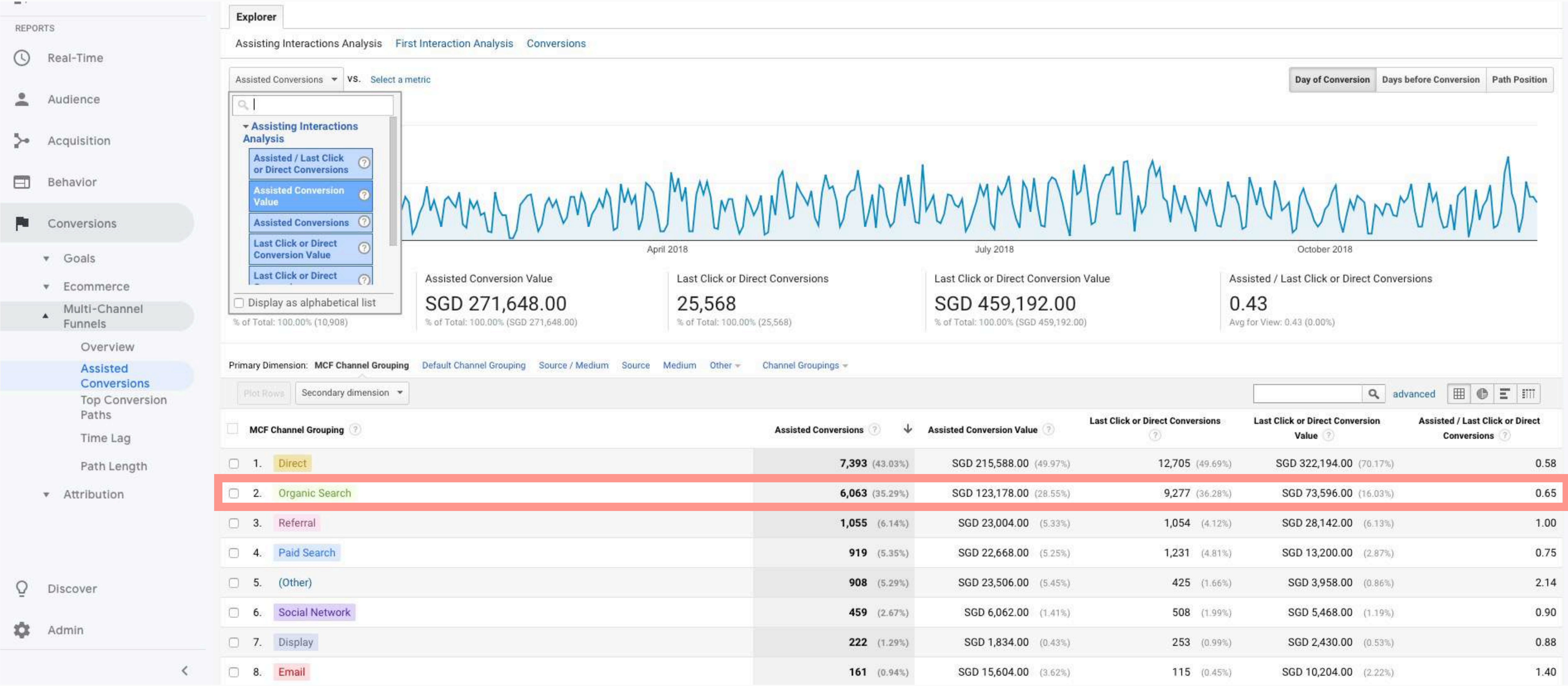
Measuring SEO Key Performance Indicators (KPIs) and Return on Investment (ROI) from the organic search channel allows you to make better business decisions. For example, how much to invest in hiring an SEO/SEO agency, which keywords and content to focus on in order to boost total traffic volume, and how to increase conversions from organic search traffic.





# Conversions and Conversion Value

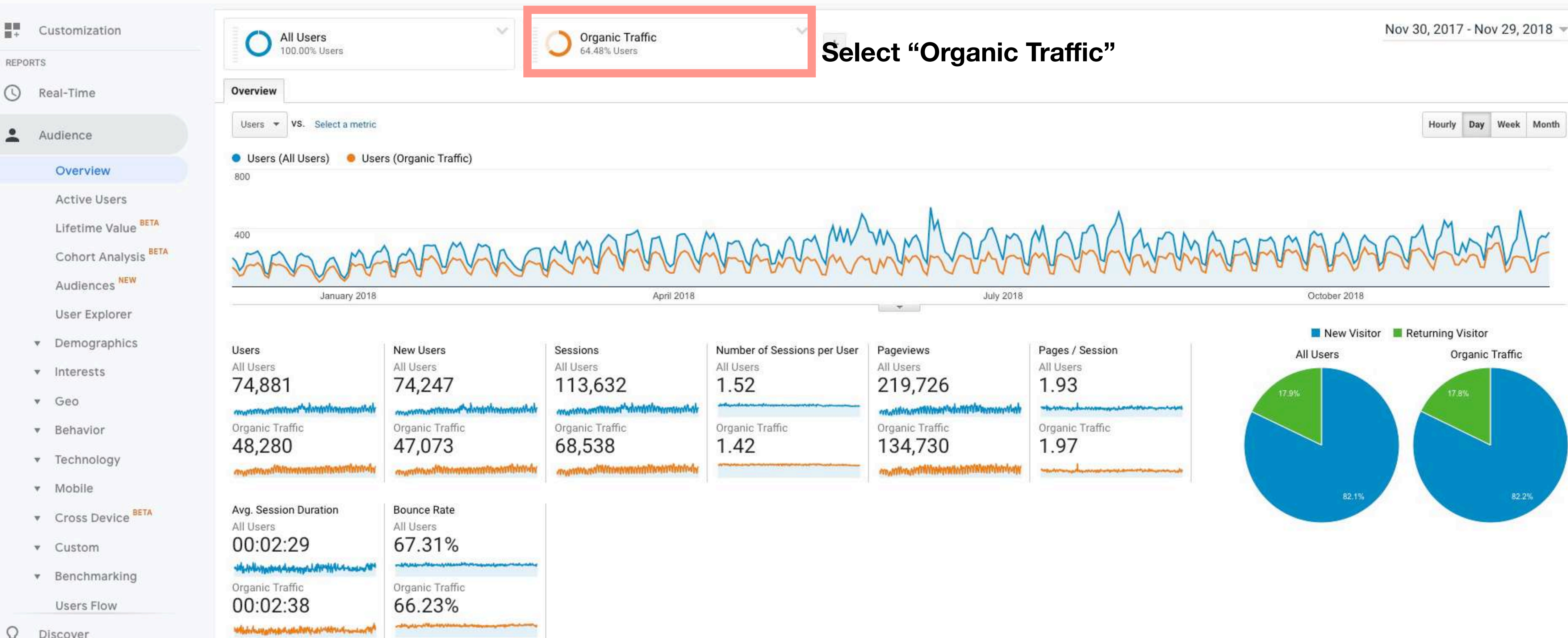
In Google Analytics, navigate to Conversions => Multi-Channel Funnels => Assisted Conversions. In this report, you can track the total number of conversions and conversion value from Organic Search. Use this figure as a benchmark to improve this KPI for the following year.





# Engagement

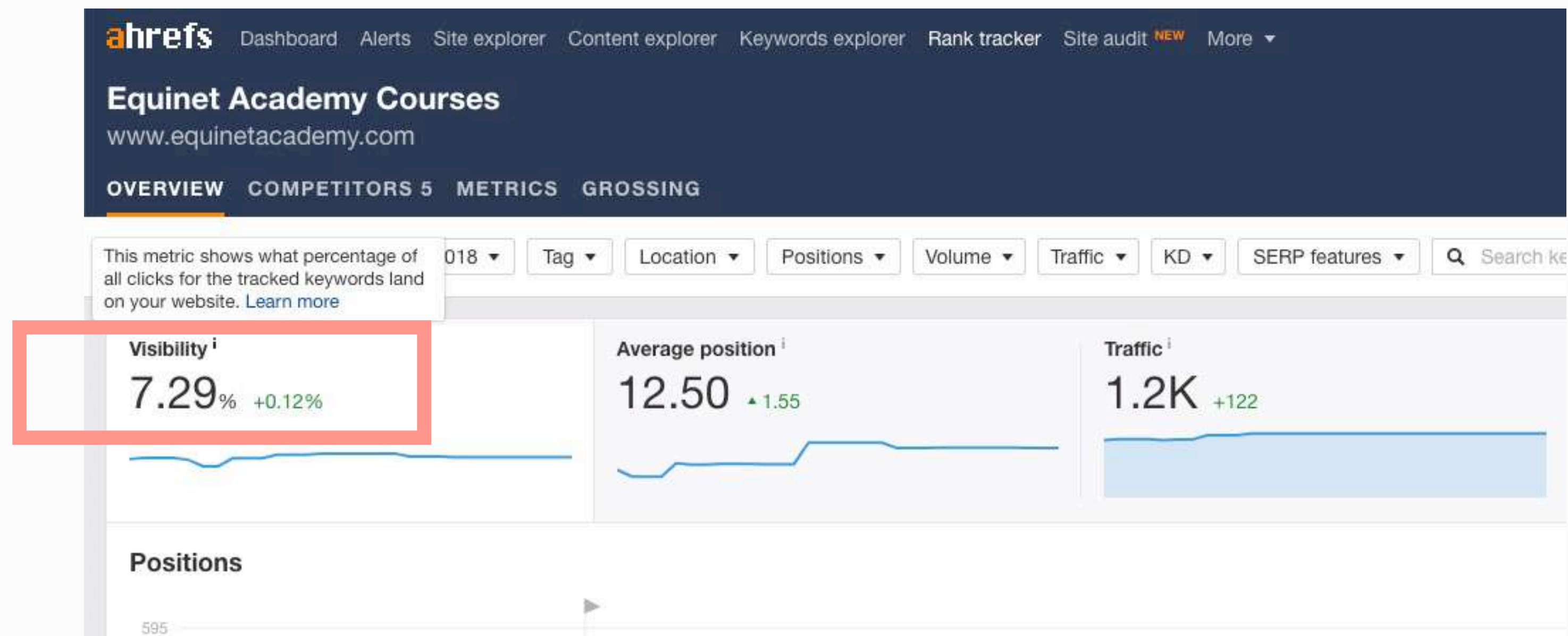
In Google Analytics, navigate to Audience => Overview. Select Segment and check “Organic Traffic”. This report will provide you with engagement metrics from organic search vs all other traffic sources. We can view key engagement metrics such as average session duration, bounce rates, pages per session, and new vs returning visitors. Use this data as a benchmark and improve on them the following year.





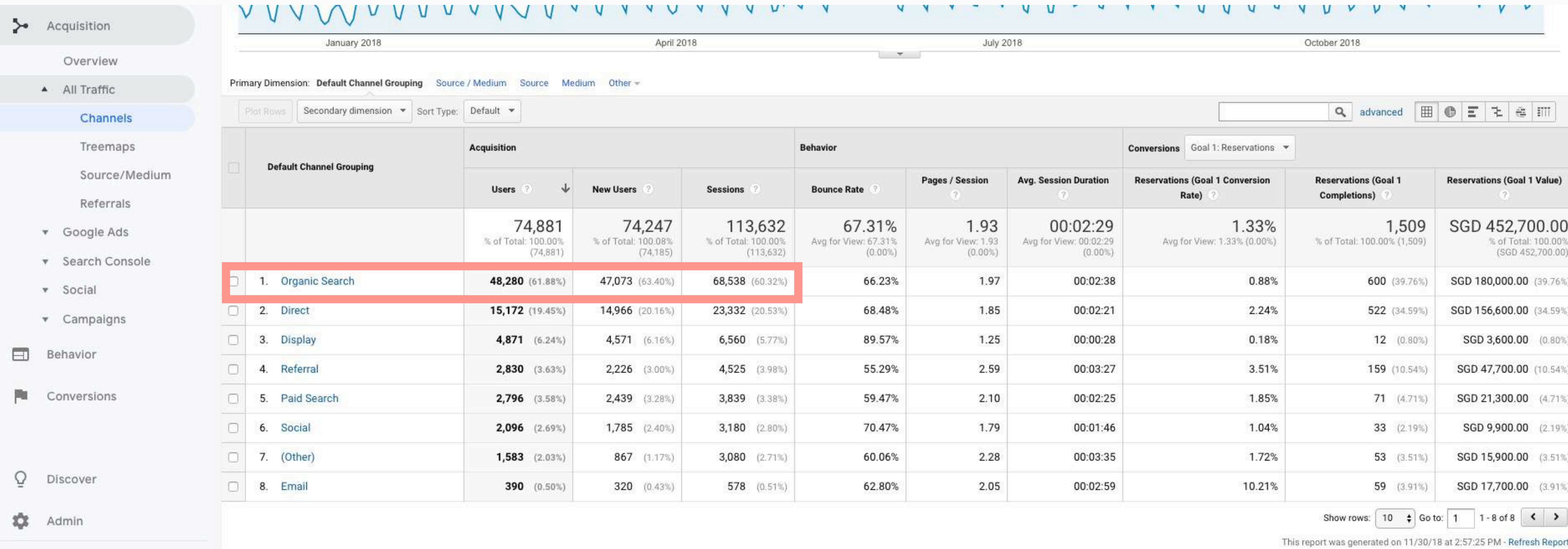
# Visibility

Using an SEO tool like Ahrefs, we can track the percentage of click for all tracked keywords. Improve your content in terms of relevancy, make your titles and meta descriptions more “clickable”, and increase your ranking positions to generate higher visibility metrics.



# Traffic

In Google Analytics, navigate to Acquisition => All Traffic => Channels to check your traffic stats generated from the organic search channel. Use this figure as a benchmark to improve traffic KPI for the following year.





# Keyword Rankings

Using an SEO tool like Ahrefs, you can track the total number of keywords your website is ranking for. The more content you create and the more you amplify your content, the higher this metric will be.





# Develop Optimisation Plan

**Develop an optimisation plan that may include the following actions:**

- ✓ Creating more relevant content for lower ranking keywords
- ✓ Reprioritising keyword optimisation on the same page
  - ✓ Improving the quality and relevancy of the content
  - ✓ Increasing internal links and backlinks to the page

Or a combination of the above mentioned

Download action plan templates: <http://stunningmotivation.com/action-plan-templates/>

# Action Plan Template

For Bloggers, Authors, and Freelance Writers

Goal	Measures of Success

Action Step	Resources	Cost	Deadline

Find more resources for writers at [AllIndieWriters.com](http://AllIndieWriters.com)


# ACTION PLAN

GOAL 1	ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	DATE TO BEGIN	DATE DUE
Write your goal statement here.				
List Resources & Desired Outcomes.				

GOAL 2	ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	DATE TO BEGIN	DATE DUE
Write your goal statement here.				
List Resources & Desired Outcomes.				

GOAL 3	ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	DATE TO BEGIN	DATE DUE
Write your goal statement here.				
List Resources & Desired Outcomes.				

GOAL 4	ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	DATE TO BEGIN	DATE DUE
Write your goal statement here.				
List Resources & Desired Outcomes.				



## WRITE YOUR MAIN GOAL HERE

By END of MONTH 2018:

**Milestone 1:**

**Milestone 2:**

WEEK #1 (2nd - 8th April)

	MON	TUE	WED	THU	FRI	SAT	SUN
Log, Write 1000 words content)							
ACTION #2							
ACTION #3							
ACTION #4							
ACTION #5							

WEEK #2 (9th - 15th April)

	MON	TUE	WED	THU	FRI	SAT	SUN
ACTION #1							
ACTION #2							
ACTION #3							
ACTION #4							
ACTION #5							

**AD-HOC Tasks:**

Eg: Create the interesting article with keywords)	Deadline	Done?

**My Rewards:**

(if I completed all the tasks for this week, I will reward myself with...)

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# Summary of Step 3

Monitor Rankings and Refine/Optimise

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● **Set up Keyword  
Ranking Report**

● **Measure KPIs and  
ROI**

● **Analyse Keyword  
Rankings**

● **Develop Optimisation  
Plan**



# Summary of SEO Implementation Plan

SEO is a continuous optimisation process and requires a dedicated SEO specialist if you want to maximise the benefits of this marketing channel.



## Determine Keywords You Want to Rank For

- ✓ Understand the consumer journey
- ✓ Conduct keyword research using keyword research tools
- ✓ Select keywords you should prioritise ranking for
- ✓ Group keywords with similar intent into similar pages (unique URLs)
- ✓ Generate a Spreadsheet with Your Grouped Target Keywords



## Implement On-Page and Off-Page SEO

- ✓ Google your target keywords and analyse the top ten results
  - ✓ Create 10X content for each target keyword group
- ✓ Include target keywords in all essential areas of your page
- ✓ Mark up your content with Schema.org (if applicable)
- ✓ Build and maintain internal linksAmplify your content and build backlinks
- ✓ Conduct an SEO website audit to ensure your website is SEO-friendly
- ✓ Verify your website with Google Search Console and submit your sitemap



## Monitor Rankings and Refine/Optimise

- ✓ Set Up Keyword Ranking Report
  - ✓ Analyse Keyword Rankings
  - ✓ Measure KPIs and ROI
- ✓ Develop Optimisation Plan