



DIY SEO HQ

# SEO Strategy Session





- Why SEO Strategy matters
- 9 Step Basic SEO Strategy
- Tailoring your SEO Strategy
  - Where are you now?
  - Where do you want to go?
  - How will you get there?
- Google Search Console: a powerful tool
- Live Demo of GSC
- Introducing your Master Spreadsheet
- Challenge!

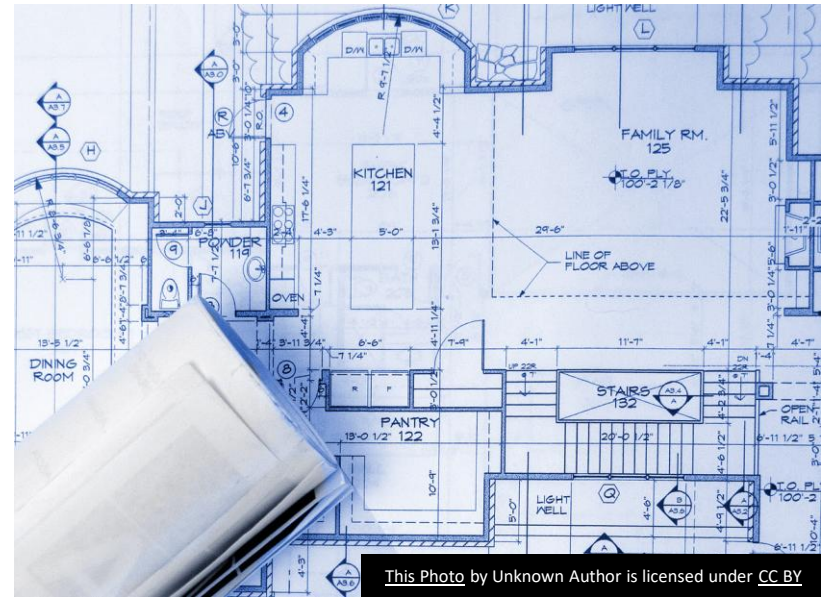
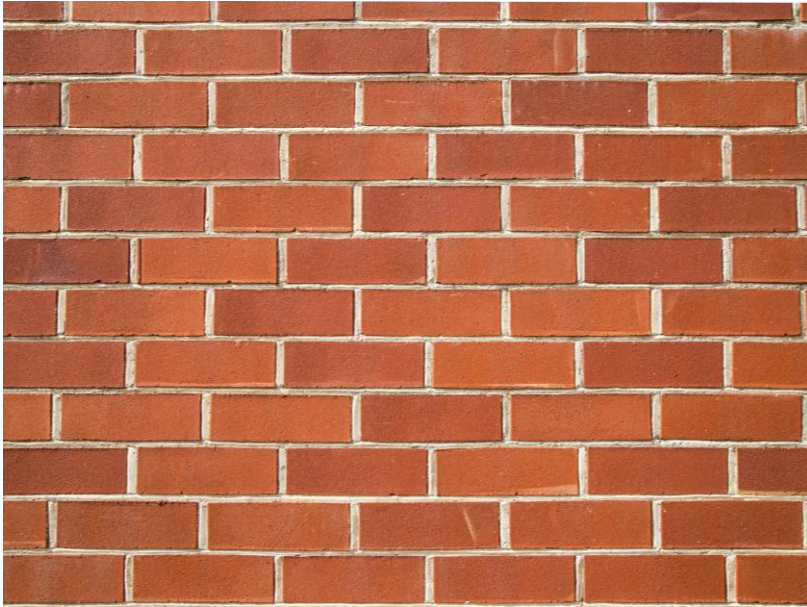


What do we mean by strategy?

What an SEO  
Strategy isn't ...

***CHECKLIST***





Tactics are the bricks. Strategy is the blueprint.



# If only they'd followed the blueprint ...

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The earlier you catch mistakes or issues, the easier it is to fix them!






Brand  
New  
Business  
or  
Website?

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# 9 Step Basic SEO Strategy

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1. Keyword Research
2. Business Name and Domain name
3. Plan Website Outline
4. Write and add optimised Content
5. Publish Site!
6. Set up Google Business listing (if applicable)
7. Start Building your Backlink Profile
8. Consolidate your Backlink Profile
9. Start a Blog on your Site



Overall marketing strategy comes first ...

REAL ESTATE PHOTOGRAPHY BRISBANE

# Your Premier Real Estate Marketing Partner



# Example Paynter and Williams

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# 3 Pillars of SEO

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1. Keyword Research
2. Onsite Optimisation
3. Offsite Optimisation

*... further supported by  
your Google Business  
Profile listing if eligible*

# Testimonial

*/ Client love /*



“Janet and the team are true experts in their field. The results have been impressive - our search rankings have improved noticeably!”

**Murray Paynter  
Williams**

**Front  
Page  
SEO**

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#1 for their primary keyword within a few months of their new site going live!



# SEO Strategy Steps

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1. Where are you now?
2. Where do you want to go?
3. How will you get there?

# Advantages over a new business/site:

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**1. Longevity**



**2. Valuable Data**



## Step 1: Where Are You Now?

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# What gets me EXCITED!

- Domain Authority
- Ranking
- Traffic



# What gets business owners EXCITED!

- Domain Authority
- Ranking
- Traffic
- **Leads**
- **Conversions**
- **REVENUE**





You need to see the full picture!

Domain Authority  
(Moz)

Keywords Ranking  
(Ubersuggest,  
Moz, GSC)

Keywords Sending  
Traffic  
(GSC)

Pages Indexed in  
Google  
(GSC)

Existing Backlinks  
(Semrush, GSC)

Engagement on  
Site  
(Google Analytics)

Users  
(GSC)

Tech Issues  
(GSC, Screaming  
Frog)

# The Most Powerful Tool

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(and it's free!)

Google Search Console  
aka GSC ... more to come!





# Step 2: Where Do You Want to Go?

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- Check out your competitors
- Consider your business goals
- What keywords should you target?



# Step 3: How Will You Get There?

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Setting a course or plan!

- a) Quick Wins
- b) Fix Tech Issues
- c) Onsite & Offsite Strategies
- d) Check in with ChatGPT
- e) Rinse and Repeat

# A is for Apple ... AKA the Low Hanging Fruit or Quick Wins!

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- **The Page 2 Goldmine** – Focus on keywords in Positions 11-20.
- **CTR Optimisation** – Lots of impressions, low CTR? Your meta titles and descriptions need work!
- **(Re) Optimise existing content**



## B – Fixing Tech Issues

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- **Improving Page Load Speed**  
– eg by compressing images
- **Fixing Header Tags** – Using H1, H2 etc correctly
- etc



# C – Ongoing SEO Strategy

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Taking steps each month eg

## ONSITE:

- Adding new content
- Optimising / updating certain pages

## OFFSITE:

- Setting up directory listings
- Guest posting on other sites

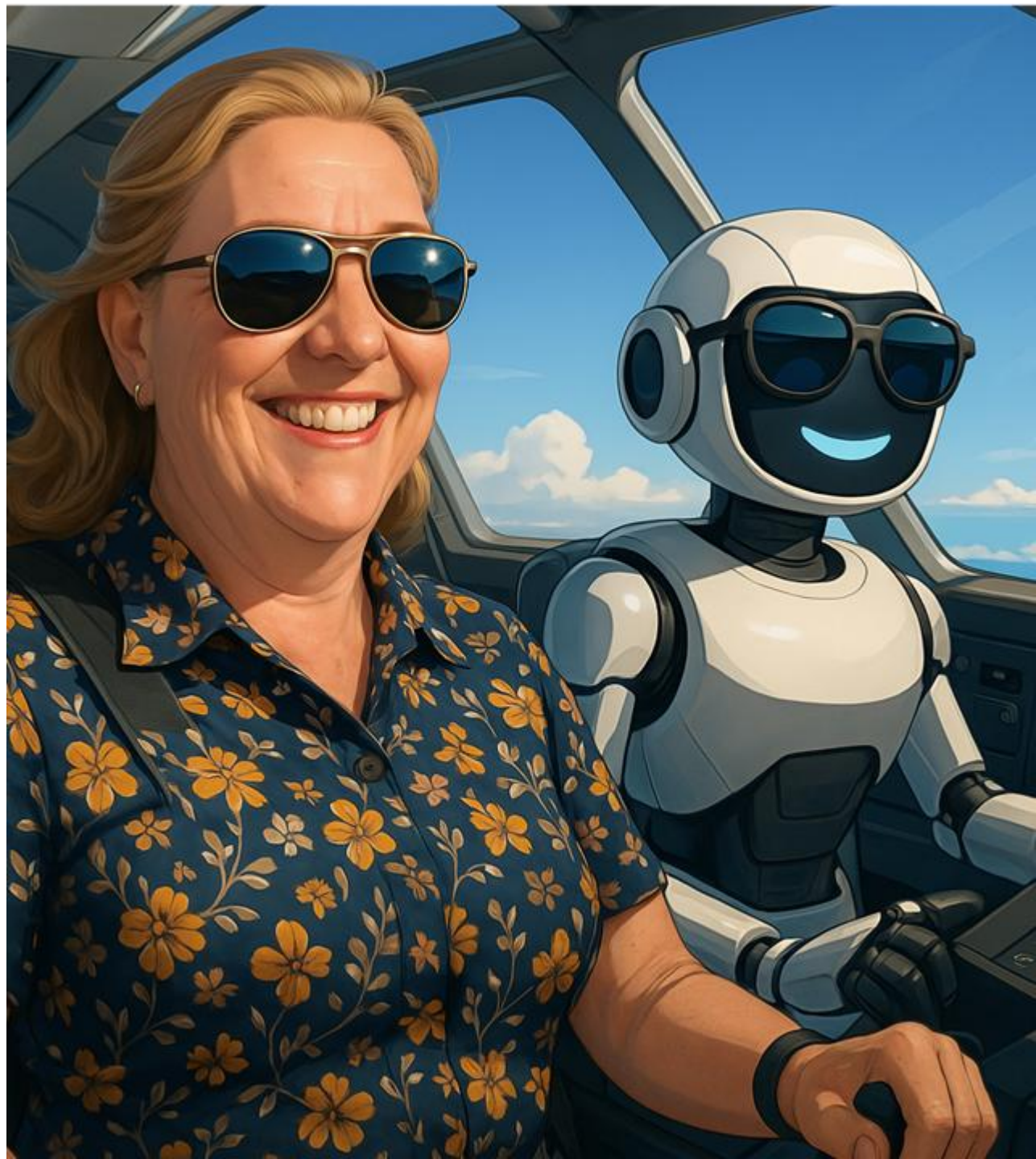


## D – Check with ChatGPT

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Remember AI is your co-pilot!

For example, tell AI what your business is, what keywords you are targetting, and ask it to check your website to identify any content gaps.



## E – Rinse and Repeat

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Go back to Step 1 ... Work out

- Where you are now
- Where you want to go
- How you will get there

The keywords you choose to target after several months or even a year of strong SEO growth, may be very different to the ones you chose initially!





# The Most Powerful Tool

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On WordPress? Set it up with the Google Site Kit plugin.

Other platform? Post a question in the FB group and I'll guide you on how to set it up there.



# What if a page on your site ISN'T indexed?!

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It could be:

- ok!
- too new
- a quality issue
- duplicate content
- no internal links pointing to that page
- URL blocked by robots.txt



# You could try:

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- Requesting re-indexing in GSC.

If this doesn't work:

- Changing the URL. Keep the content the same but change the page URL (slug) and request indexing of the “new” page
- Building more links to that page.
- Expanding and improving low quality pages.



A Final Word on Google Search Console

GSC isn't meant to  
be a blank slate



# Introducing your Master Spreadsheet!

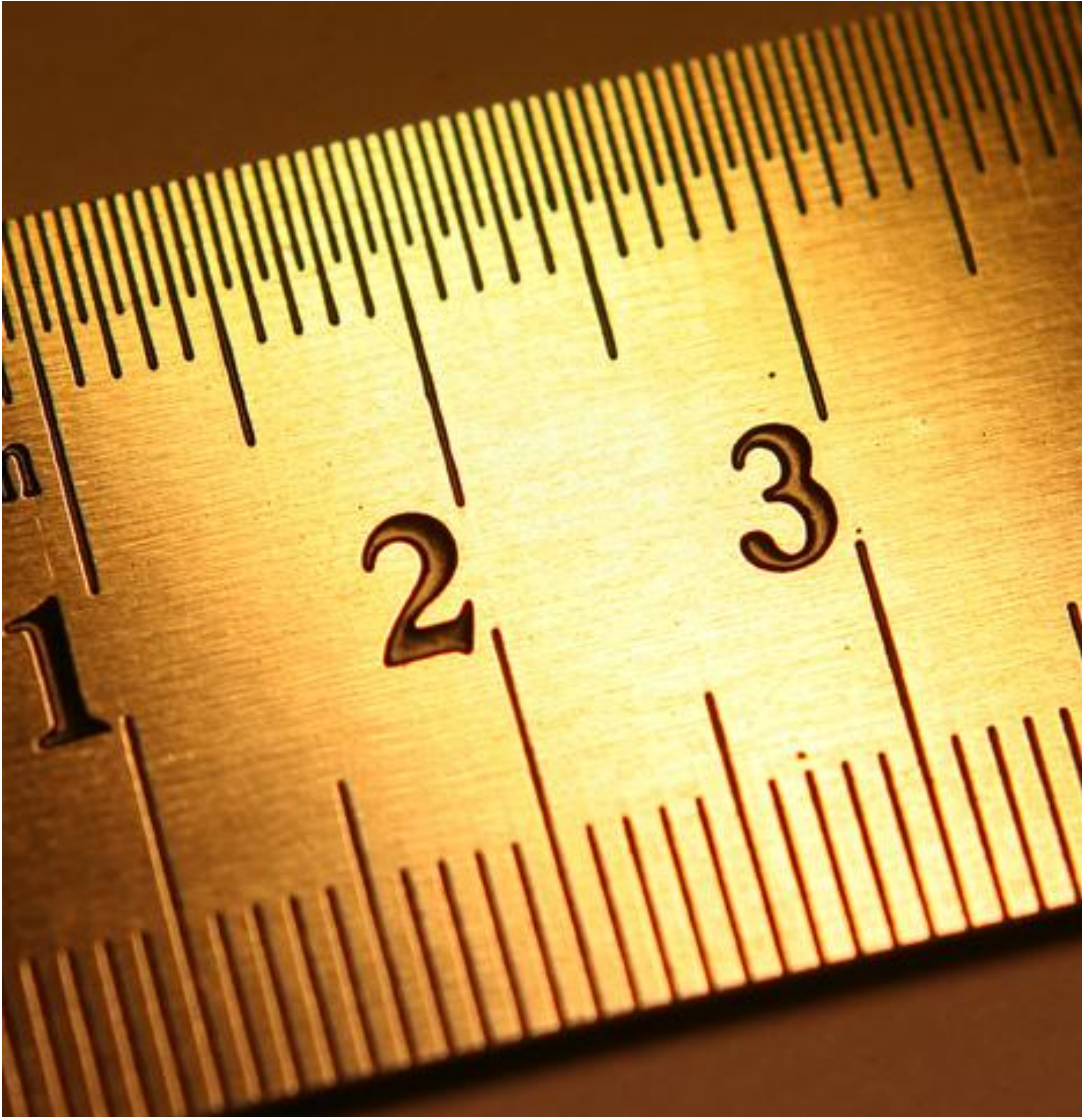
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The home of your:

- Business info
- SEO Strategy
- Notes
- Ranking
- Keywords to target
- Keyword mapping
- etc



Any Questions?



# CONCLUSION

Always keep the GOLDEN RULE OF SEO in mind:

***“Aim to please the user, not Google”***

*(and you’ll never have to fear a Google algorithm update!)*



## THIS MONTH'S CHALLENGE:

Fill out the worksheet:

- establish where you are;
- where you want to go; (*draw on keyword research from last month!*)
- list the first steps you want to take

Next month is Onsite Optimisation so you'll learn how to do some of this then!



# The 72 Hour Rule



What's your top takeaway?!



Member Hot Seat next week...  
Tuesday 26 August

