



SEO STRATEGY CHALLENGE:

Now that you have your own Master Spreadsheet,
it's time to start using it!

1. If you haven't already, complete the "**Business Info**" sheet with details for your business.
2. For those who have been with the HQ for a while, copy and paste the info from your existing spreadsheets into the "**Directory Listings**" and "**Guest Posts**" sheets.
3. Paste in the full list of keywords your site is currently ranking for on the "**KW Ranking**" sheet. *(Because this info is only available in the paid version of Semrush, for this month only, send an email to admin@frontpageseo.com.au with "KW Ranking" in the subject line, and your URL in the body of the email to request yours!)*
4. Start filling in the "**KW Mapping**" sheet, using the Keywords you came up with in last month's challenge (and any others you may be targetting). See if you can match them with an existing page on your site. *If you can't ... you know what one of the steps in your strategy will be!*



5. Go to your own Google Search Console and take a screenshot of your own “Why pages aren’t indexed” info, and replace the existing screenshot in your “**Notes**” sheet.

6. Take a look at the data you have gathered. Can you come up with 3 things (or more) that you can do to progress your SEO? (Refer back to the slides from the module for ideas). Add these 3 things to your “**Notes**” sheet. This is the start of your SEO Strategy, something you should be updating / referring to frequently!

7. Now ... you need to actually DO them! Add a date to your notes once these 3 things have been completed – and don’t forget to post your achievement in the Facebook group with the hashtag **#seostrategychallenge** so we can all celebrate your awesomeness!