

DIY YOUR SEO IN 10 EASY STEPS

Improve your organic search ranking

collaboration
STATION

[Home](#) [About](#) [The Book](#) [Contact](#)

Collaboration Station
is all about well,
collaboration!

Let's face it, things go better when we work together,
they just do.

WORK WITH US



Welcome

Thanks for downloading this resource, I hope you find it useful and good luck on your SEO journey.

First thing to know about SEO is there is no magic or secret handshake. **SEO is simply a process.**

What I'm about to show you is the formula I use to successfully and consistently rank my clients on the **first page of Google.**

Before we get started there are some key things you should know about SEO

- You do not have to be a wizard to apply SEO to your website
- It does take some time
- It is totally worth it
- You can do it on your own

Many small businesses DON'T do this so you are already doing better than them!

I have made this as simple as possible for you!
AND added in a bonus checklist at the end :)

Jona

01

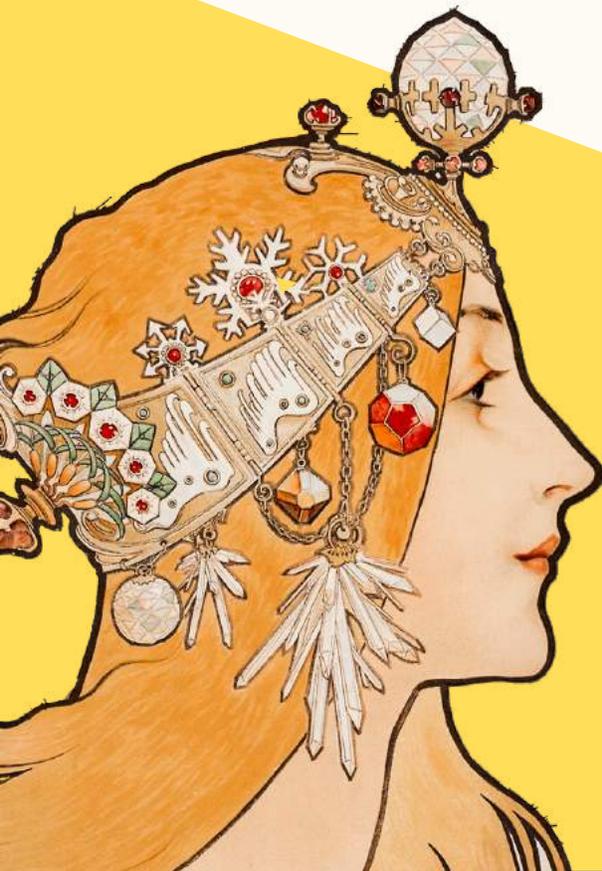
DOWNLOAD THE SEO SPREADSHEET

This is where you can keep all your records so you can actually see your efforts paying off!

This is a template - please make your own copy or your work will not be saved

Download [here](#)

As you add your keywords, search where you currently rank and add under "position". If you are further than page 3 put 0...



02

PLAN OUT YOUR KEYWORDS

You can not optimise your website if you don't know what you are optimising for.

Keywords or key phrases are the words people will use to find your business.

Keyword research is the primary area people stall in their SEO journey. **Here is a very simple and effective process.**

- What is it you offer?
- What is it you do?
- What services do you offer?
- What products do you offer?
- What are the categories?
- Where are you based?

I recommend 1 primary keyword per page + secondary and supporting keywords - not used on other pages.

Break down your services and have a page for each.

- Kitchen Design
- Kitchen Designer
- Kitchen Project Management
- Kitchen Renovation
- Custom Kitchen Design
- Independent Kitchen Design
- Kitchen Designer Wellington

03

SET YOUR HEADERS

The first heading on your page is H1 and they should follow down through the page H2, H3, H4, H5 for SEO best practices.

You are essentially **creating a “map for google”** through your content.

You can only have **one H1 per page** and this should include your primary keyword which you should also use in at least one subheading too.

H1 Strategic Web Design

H2 Website Strategy that includes Website Design, Development and Optimisation

H3 Growing your business through your website

H4 Strategic web solutions that create measurable impact to your business

H5 We build relationships as well as websites

04

CREATE CONTENT THAT MATCHES SEARCH INTENT

Relevance is key to the success of your content both for Google and lead conversion.

If your key phrase is “womens shoes” your content needs to be all about womens shoes, how they fit, styles, colour sizes etc

More content is almost always better, but it is the **quality** of your content that is most important.

You want content that is easy to read, useful, interesting and has a clear focus (key phrase) and **call to action**.



- **Be real - it needs to make sense**
- **Guide people and Google through the page**
- **Position Keywords at the top**
- **Be generous with your content and keep it keyword rich - 300+ words per page**

05

SEO YOUR IMAGES

Images are the most overlooked element of SEO and where you can get some easy wins.

Google can not read images so it needs an "Alternative Text" to tell it what the content is about.

Alternative Text	<input type="text" value="Image optimisation for SEO"/> <small>Describe the purpose of the image. Leave empty if the image is purely decorative.</small>
Title	<input type="text" value="Image optimisation"/>
Caption	<input type="text"/>
Description	<input type="text" value="How to <u>optimise</u> images for websites to better improve your <u>SEO</u>"/>

- Don't keyword stuff
- Don't repeat ALT text on the page
- Do use variations eg Optimised Images
- Keep keywords relevant

make sure your image files are not too big and are compressed - click the link below to see how to do this

growmybusiness.co.nz/how-to-optimise-images-for-websites/

06

META DATA

Meta data is what shows up for you in a search - you can set the Meta Title and Meta Description so it says what you want it to say rather than it just being randomly grabbed from your site by search engines.

Meta Title



Grow My Business: Web Design | Strategic Website Solutions

Meta



<https://growmybusiness.co.nz> ▼

Description

Web Design + strategic web solutions. Our focus is **growing** your **business** with strategic website design and SEO. Websites that work for your **business**, lets talk!

Meta Title

The meta title is the attention grabber that consists of main keywords, business name and location if relevant to local search.

Google calculates the value of the keywords in the meta title very highly.

- **Titles should be descriptive and concise**
- **Google looks at most important left to right**
- **Avoid keyword stuffing**
- **Write titles for search engines AND people**
- **Keep page titles unique**
- **Optimal Format - up to 60 characters**

Meta Description

Include your key phrase at least once, ensuring the sentence makes sense **AND** is focused on increasing your click through rate.

Meta Descriptions elaborate on the Title while adding in secondary keyword phrases that may not have been important enough to display in the Title.

- Priority is given to the first words
- Don't use any word more than 3x
- A great description increases click through rates
- Keep relevant to page topic
- Use keyword phrases in the exact way they are searched

#TOP TIP

Add a call to action - invite to view, call, get in touch



7

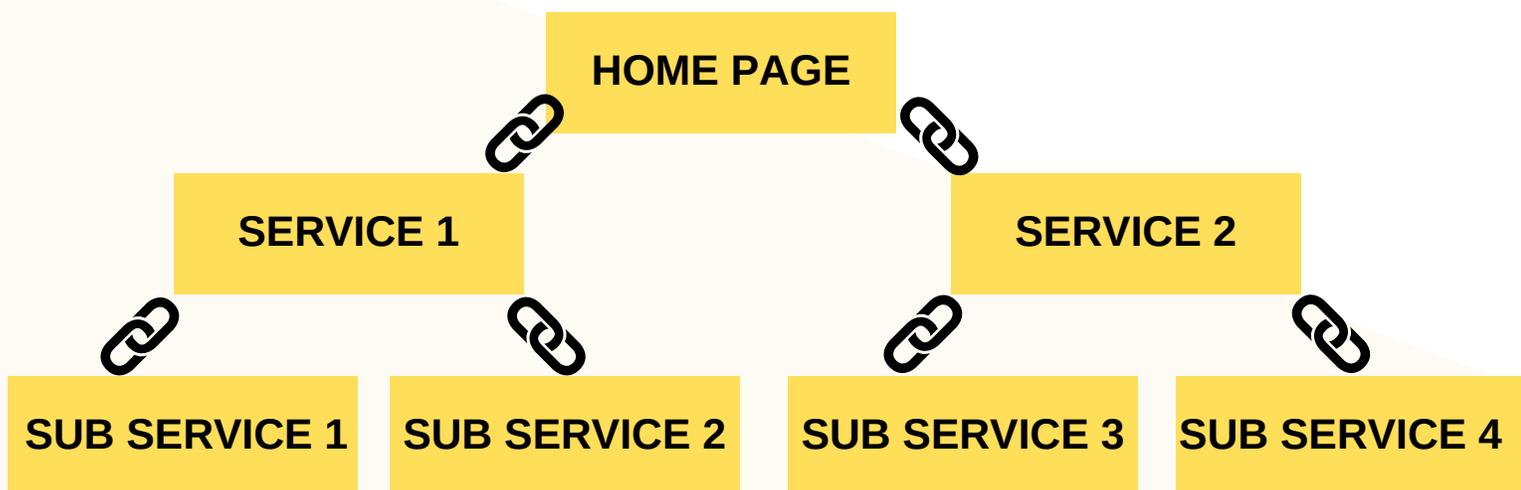
INTERNAL LINKS

Internal links shows the structure of your website and spreads the ranking power through to internal pages.

They **create a map for Google** to work through your website.

A home page has the most "Google Juice" so linking to pages from here spreads the authority and creates a pathway for google.

So if you have a service eg Art Classes linked from your home page, this tells google this page is about Art classes and that it should rank you for Art classes.



#TOP TIP

Internal links within blogs are AWESOME for SEO.

08

BACKLINKS

Every site has a domain authority between $1 < 100$. You need **links from other sites with higher ranking than you.**

These are backlinks and its quality over quantity. Only link to reputable sites relevant to your industry and **never** buy links. **Create content people want to share and put on their websites.**

So where do you get them?

- Social media - FB, linkedIn etc
- National directories
- Membership sites
- Local directories / chambers of commerce
- Industry directories
- Business articles
- Local publications
- Shared blogs
- Featuring on resource pages with useful articles
- Writing articles for magazines
- Running affiliate programs
- Partnerships

Check your current ranking and backlinks [here](#)



09

SITE SPEED

One of Google's primary criteria for ranking your website is site speed. **A slow loading site will effect the position you are ranked in.**

As consumers we don't hang around past 4seconds, so site speed can be critical to your websites ranking AND conversion.

Here is a tool to test your site speed gtmetrix.com

Contributing factors to site speed

- Images too large
- Images not optimised
- Site not up dated
- Too many plugins
- Dated plugins
- No optimising plugins
- Hosting

Recommended plugins

- Fastest Cache
- Autooptimize
- Smush

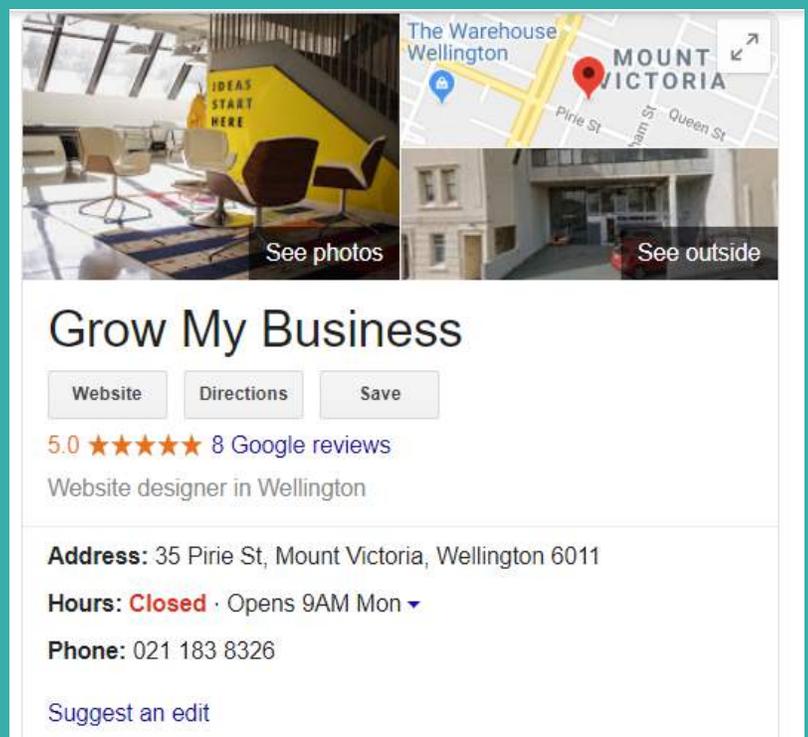


10

GOOGLE MY BUSINESS

Google My Business is **one of the easiest ways to give your business an instant SEO boost** and start getting your business found in local search results.

Your business is showcased in a very visual way to attract more local customers



- Its free and you get rewarded by Google
- For being there
 - For having a complete, accurate listing

Here is a step by step how and why you should list on Google My Business.
growmybusiness.co.nz/how-to-set-up-google-my-business/

Action Steps

01. SPREADSHEET

- Make copy of spreadsheet with your pages listed

02. KEYWORDS

- Do your keyword research as per process
- Determine your primary and secondary keywords
- Add to spreadsheet

03. HEADERS

- Decide on H1 for each Page
- Decide on H2 for each Page
- Decide on H3 for each Page

04. REVIEW YOUR CONTENT

- Is it clear what each page is about?
- Do you need to add more content?
- Have you used your key phrase near the top in the first paragraph?
- Is it relevant?

05. SEO YOUR IMAGES

- Resize images that are too large
- Optimise your Images
- Rename and add Alt tags to all images

06. META DATA

- Use the spreadsheet to plan out your metadata
- Write a Meta Title for each page
- Write a Meta Description for each page

07. INTERNAL LINKS

- Check what links you already have
- Look where you can add internal links
- Check any blogs you can add links too

08. BACK LINKS

- Check what links you already have
- Start listing on free directories
- Research industry publications you could write an article for

09. SITE SPEED

- Check site speed
- Make changes to improve

10. GOOGLE MY BUSINESS

- Set up your listing
- Add photos and articles

SO NOW... JUST START!

I hope you have found this useful and that it removed some of the mystery and complexity around SEO for you.

As I said at the start it really is just a process. You won't do it all at once but either start step by step, or page by page and **you will start seeing the results!**

Measure where your seo is at with this helpful tool
www.seoptimer.com

Good Luck!

Jona



If it is all a bit hard or you don't have the time and would like it all done for you, we can help.

hello@growmybusiness.co.nz