

SEO & Online Marketing

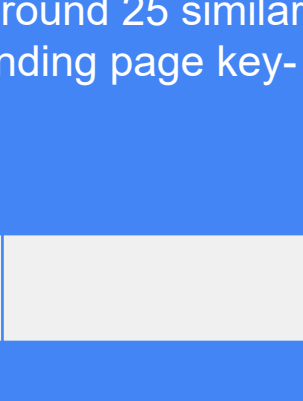
by RankYa

Customer profiling is the first step for any successful online business and search engine optimization project. Specifically identify your target audience through customer profiling.



Customer Profiling: hunt down your ideal audience and their online behaviour. Where do they go online and what social media platforms they participate in? What are they saying online? CONTENT = your communication to fulfil your customers wants

WORD RESEARCH



Adwords Keyword Planner Tool

1

For Adwords Campaigns: group around 25 similar words per Ad Group & per your landing page keywords.

Google Search Box

2

Related Words
Long tailed keywords
Keywords that has question oriented intent
For example: how to? where is? why do I? what

Competitor Website & Backlinks

3

Look at keywords meta tag (if they have one)
Look at keywords in the navigational links
Look at keywords in their website's internal linking
Look at their backlink anchor text

Great for Local Buisness

Demographics

City, CBD, Suburb, County, St, Street, Road, Rd, Country, Local, Near, Nearest, PostCode, PhoneCode, State, Area, Popular Landmarks

Great for Building Authority

Questions

How, How to, how does, how many, how much, do I, does it, what is, what does, why, why do, why does, why is, where is, who is, do I, does it

Great for Easy Results

Time

Emergency, Fast, Quick, Fast Delivery, Fastest, Week Instant, Late, LongTerm, Now, Overdue, Rapid, Day, Same-Day, Seasons, Short-Term, Time, Today, Month, Year, 2021, 2022

Great for Sales/Conversions

Transaction

Buy, Sale, Shop, Shopping, Online Sale, Affordable, Cheap, Low-Cost, Special, Discount, Bargain, Auction, Clearance, Contract, Compare, Coupon, Discount Code, Deal, Delivery, Expense, Find, Get, Hire, Lease, Locate, Purchase, Search, Store, Trade Used Free




So far we have seen the core requirements for your online success, as in, customer profiling and keyword research, and also having a modern website that's mobile friendly and (SSL for Ecommerce). However, before we move on to the On Page Optimization as shown below. Best we remember this!

Forget about SEO for a minute, and create your website and landing pages for your visitors and not for search engines like Google.

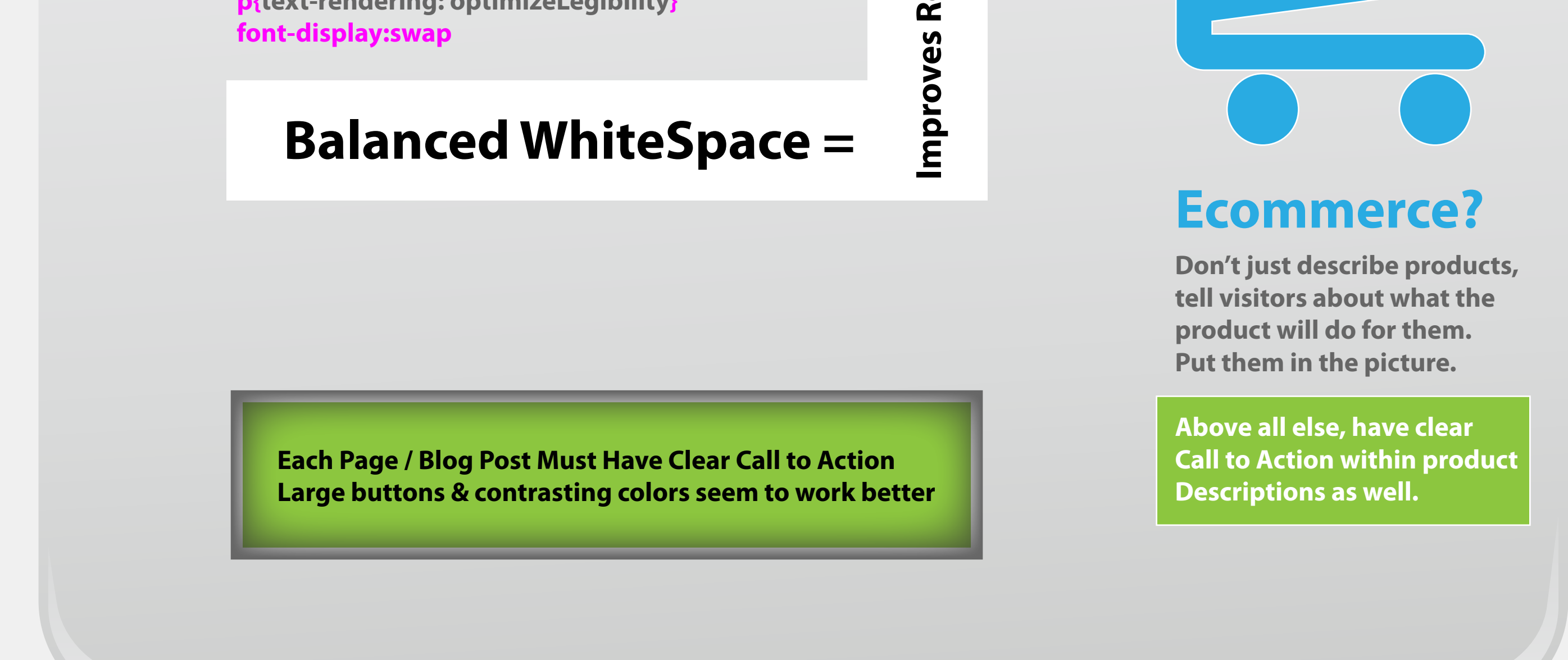
Because when you follow that approach, then Google will actually reward your website by ranking your target keywords higher in Search Engine Results Page.

Once again "Create your website and landing pages for your visitors and not for search engines" only then you can optimize your landing pages like so:

EXAMPLE KEYWORD	basics-of-SEO.php	Page Name
<title>Basics of SEO - Proven SEO Methods Explained</title>		Title (Think! keywords & CTR)
<meta name="description" content="Basics of SEO is explained by Australia's leading SEO Specialist RankYa, learn about how to get better results from Google search engine" />		Meta Tags (Describe Page & use keywords)
Menu Menu Menu Menu		Nav Menu (easy to find & use)
<h1>Proven & Tested Insights for Skyrocketing Your Ranking Results</h1>		Heading Tags (grab attention)
 File Name Alt Attribute Compression	Make sure your first text block contains the keywords you are targeting. In the order you are targeting them	Write for people first, and not Google, only then include keywords
	Make sure that your web copy contains synonym: also known as related words.	Include synonyms & variations
	You can also use internal linking with target keywords Basics of SEO	
	 SEO	
	Each Page Should Have Clear CTA	

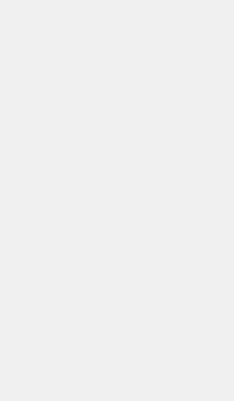
And Each Website Should Focus On

Simplicity = Better Usability = Higher Conversions



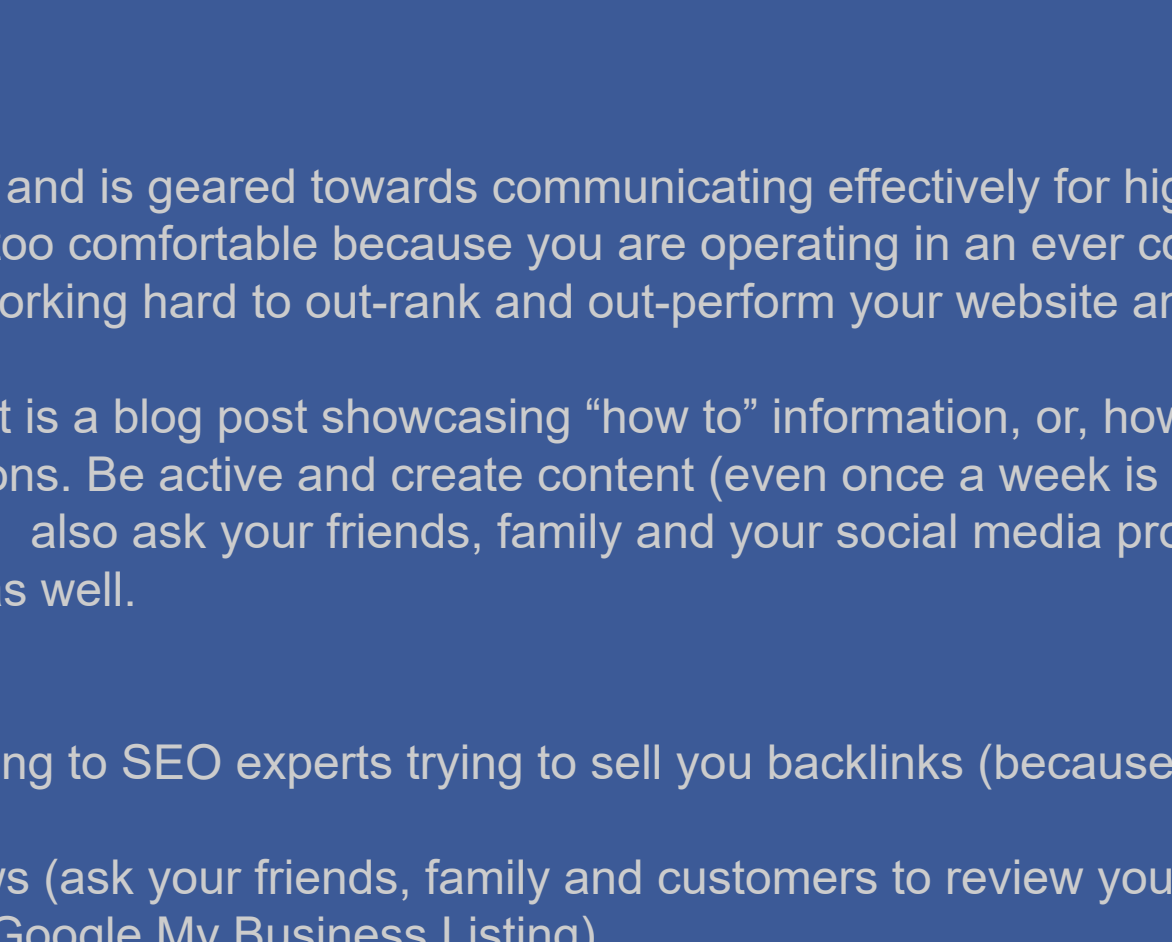
Google

Now Your Temple is Polished & Visitors Flock
Don't stop there because you can do better.



Facebook YouTube Instagram Twitter

Social Media & Content Marketing



Now that your website is optimized and is geared towards communicating effectively for highest possible conversions, you'll begin to see results. However, don't feel too comfortable because you are operating in an ever competitive online business world. That means your competitors are also working hard to out-rank and out-perform your website and online business.

Content Creation: whether content is a blog post showcasing "how to" information, or how to PDF manuals, or whether its interviews, reviews, answers to questions. Be active and create content (even once a week is better than none) and share your own content on your own social profiles, also ask your friends, family and your social media profile visitors to share your content on their website or social media platforms as well.

LocalBusiness SEO?

- golden rule number 1 stop listening to SEO experts trying to sell you backlinks (because that won't help)
- Reviews: focus on getting reviews (ask your friends, family and customers to review your LocalBusiness (create special offers if you must, but get reviews for your Google My Business Listing)
- Bad Reviews: it's unfortunate but a reality, you won't be able to satisfy every single customer, so if they ever give bad review, then make sure that you reply back in a polite manner to win them back, because you can. Its just business.
- Because you are a smart business owner, consider Facebook Ads as its fairly affordable even today

Now your long term online success is assured.

This SEO PDF infographic is created for website owners and online marketers. We encourage you to share this document so that others including your friends can learn easy to use website optimization and online marketing insights for better results.

Keep in mind that search engine optimization isn't hard at all, however, it does require bit of time and practice to achieve long term results.

We believe this Online Marketing & SEO related document will help your website achieve "Greatest Possible Results Today and Beyond"

Thank you for learning with RankYa & Thank You for sharing this PDF document

Additional resources: [Complete and Free Courses](#) - [Google Search Console](#) - [WordPress Optimization](#) - [Social Media Marketing](#)

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