

SEO & Online Marketing

Presented by
RankYa SEO & Online Marketing

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Here's the truth about online business world "you can't target everyone just because everyone goes online. Because the way the online business world works differs. That is why, research is the key to long term online success. Use this document so that you can let your efforts be more focused and targeted.

Who are your customers? List any and all people (or, organizations) that might be interested in your product or service.

What are some of their characteristics? Can you categorize them into segments? Surely you can so what are they?

Now before you even write anything on your website, ask this to yourself "How does my products/services meet the needs of my ideal customers?" And what is the benefit (the end result) of my products/services for my ideal customers?

As detailed in the Master Class Course, you can easily visit online reviews related website and listen in to your target audience, and then you can write more effective web copy including keywords.

Also, Google Search Box is Your Friend for finding keywords



How to Use Google Keyword Planner Tool



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Keyword Research is as critical as everything else you do for bring-in targeted website traffic “the keyword there is targeted” website traffic.

And the only keyword research tool you need is “you” and your ability to find the keywords to target.

Here is the videos that simplifies the whole process for finding keywords using the Google Keyword Planner Tool.

You can also take a [look at this document](#) and download it to better understand the intent behind some keyword searches.

Always remember that “people search to find answers, therefore, when people search Google, they are asking questions” and all you have to do is “answer their questions”

Modern & Mobile Friendly Site

Clearly Visible Nav

First Eyeful is the area your visitors see when they first land on your webpage. Google has an algorithm to determine what's there, so make sure you fully optimize it so your visitors take the next action "Page Scroll Down".

This also improves your bounce rates, which Google also tracks for your rankings (both for organic & also Adwords Landing page experience).

White Space

Clear CTA

Images

At this stage you know who your ideal customers are and the keywords related to your industry. Now, you may already have a website with many pages. If so, just ask yourself this "are these pages performing?" do these pages attract website traffic? If the answer is "No" then its time to change them.

But before you even create new pages, just forget about Google rankings and keywords for a second. What?

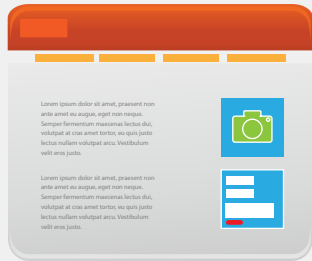
Yes, forget about keywords and Google and all that stuff, instead focus on your ideal customers user experience. Focus on writing your web copy for them and not for the search engines.

Remember, people visit your website by themselves, so make your communication one-on-one, firm, direct, communicate your understanding of your customers needs, and how your products will benefit them (talk about features, value, the end benefit) clearly communicate how the ordering (or contacting) process works and importantly, what will happen after they buy your products/services. Assist them to find this out on your website, don't let them work hard to find this out. Think! improving your website visitors xperience.

Content Marketing & Social Media Marketing



You got the foundations of your online business set, meaning, you know who you are precisely offering your products and services to, and your website is geared towards communicating effectively while its fully search engine optimized so that Google can bring you the targeted website traffic you need.



Now don't stop there because you can allocate small amount of time each week to identify content which would be of interest for your ideal audience. Whether that is a blog post for some how to information, or whether that is "user manual" for the products you are selling. Or whether it is images, videos, special offers, answers to questions on other online communities such as Facebook and others. Anything you can think of that would be consumed by your ideal audience. That's called the "content". And on internet, you market that to gain the exposure you need to grow your online business with.



Either way, this has to be done, because not only more people find out about you, Google will also follow those links you shared on your social profiles.



Here's to Your Online Success

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