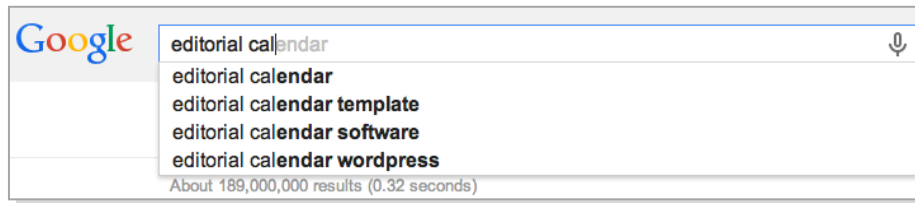


SEO Planning Template

1 Keyword research

>> Use Google Instant

Start typing keyword ideas into Google and see what phrases are suggested.



>> Use Ubersuggest

Then get more “long-tail” keyword phrase suggestions using Ubersuggest.

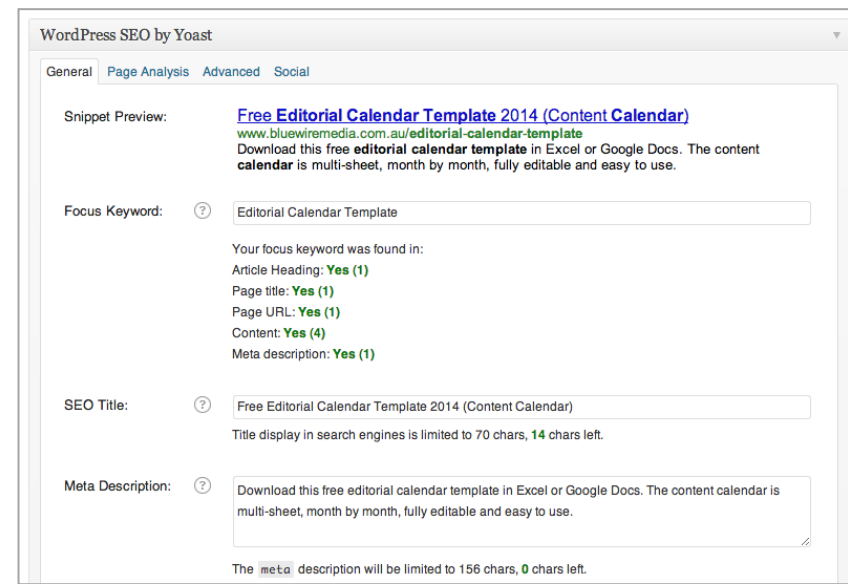


2 On-page SEO

>> Use the keyword data above to decide on a target keyword phrase. You should try to optimise each page of your website for a different keyword.

- Target Keyword [or Focus Keyword]
- URL
- Page Title [h1]
- Headers [h2, h3]
- Meta description [this is what shows on Google results]
- Image Alt tags

>> Use a tool like Wordpress SEO by Yoast to confirm you've used the target keyword appropriately.



>> Webpage Copy

Use the keyword phrase and the long tail variations of it in the copy on the actual web page.

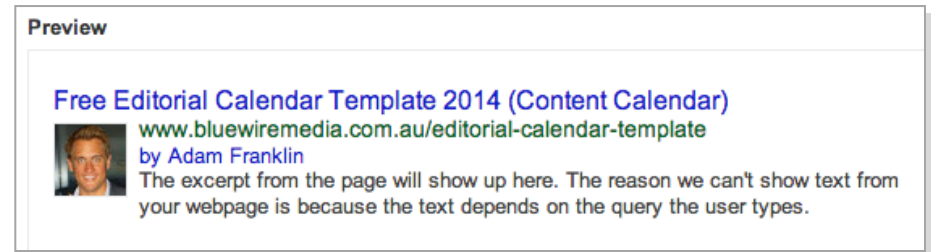


>> Use Google Authorship

So that your headshot will appear in the search results, check Google Authorship is set up and connected to your Google+ account. This way Google will know you are the author of that page.

Learn how to do this at <http://blog.kissmetrics.com/google-authorship/>.

To preview the snippet: Check out what it will look like with this tool <http://www.google.com/webmasters/tools/richsnippets>



3 Off-page SEO

Start linking to this page from other pages on your website. Link to it appropriately from guest blogs you write.

Finally, add social media share buttons and kick it off by sharing it yourself!

