

“Week 1 – Keyword Research & Penalty Checking”

End of Week Goals

- Choose 1 x primary keyword per topic page (service page).
- Catalogue a minimum of 20+ ancillary keywords to scatter throughout each topic page’s content.
- Create a spreadsheet of the average keyword density for the top 5 websites on Google for each primary keyword.
- Set Up Google Search Console.
- Check your site for no clear indications of a Google penalty.



Reference Videos:
‘Keyword Research’
‘SEO Majestic’

This first week kicks off by using two online tools – Google’s *Keyword Planner Tool* and *UberSuggest* (<https://ubersuggest.io>) – to spitball some ‘common sense’ keywords based on the services you offer.

For example, if you have a local chiropody business, you could plug in seed keywords like...

- *‘chiropractor chicago’*
- *‘sports injury chicago’*
- *‘sports massage chicago’*
- *‘back problems chicago’*

Create a list of all the keywords related to your service which represent high commercial intent *and* have reasonable traffic numbers, then allocate one primary keyword to each service / product page you’re trying to get to the top of Google for. You should end up with a small handful depending on the range of your offerings.

Now, It’s time for a quick due diligence session. It’s time to check out the websites in the top 5 of Google for each primary keyword to make sure the competition’s surmountable. Using Majestic SEO, compare their sites’ number of backlinks, referring domains, Trust Flow, and Citation Flow to yours.

This is by no means definitive, but be prepared for an SEO fight if they have...

- *150+ more referring domains than you*
- *A Trust Flow >20 points greater than yours*
- *A Citation Flow >30 points greater than yours*

Once you have your list of approved primary keywords, again using Keyword Planner and Ubersuggest, note down at least 20 ancillary keywords surrounding the primary topic keywords. These will be used later to pepper your content with.

Now, using <http://tools.seobook.com/general/keyword-density>, note the keyword densities for each of the top 5 ranking websites in Google for each primary keyword. We’re after the average, so creating a small spreadsheet will help.

Finally, check your site doesn't have any clear Google penalties imposed on it, because we want to make sure you're not starting with a filthy or warped canvas. If you haven't already, set up Google Search Console and check for any manual penalties. If all clear, do a more circumspect check of algorithmic penalties by using the traffic graph on SEMRush.

“Week 2 – Set up Keyword / Traffic Tracking, and Structure Your Site”

End of Week Goals

- Set up a *Serpfox.com* account and add your keywords, or create a spreadsheet if manually tracking..
- Set up a Google Analytics account to monitor your traffic.
- ‘Silo’ your website.
- Audit the site structure to ensure short URLs for key pages.
- Place primary keywords within the URLs of key pages.
- Create brand new pages if applicable.



Reference Videos:
‘Siloing’
‘URL Structures’

The last item in this week’s goals – ‘Create brand new pages if applicable’ – needs a little explaining. As you look at your website now, it’s very likely you have a totally generic services page which details what you do. For example, if you’re a plumber it’s probably just a page saying you’re a great plumber!

However, depending on what the keyword research yielded, you may need to create brand new pages to become the contenders for being number one in Google. Remember, websites don’t rank in Google. Website *pages* do. So we need to make sure you have a separate page for every primary keyword you’re going after.

Note that we only need to create the pages in your overall URL structure at this point, rather than building the content to go on it. That comes in week 3.

“Week 3 – Adding Content and Performing On-Page Optimisation”

End of Week Goals

- Have each service page 1000+ words long.
- Add 2 outbound links to authority sites on each ranking page of *your* site.
- Pepper your content with keyword synonyms.
- Ensure keyword density on ranking pages is similar to the other sites ranking on page No.1.
- Where appropriate, include internal links to other services/pages on your site.
- Set up *SEO Yoast* WordPress Plugin.
- Optimise all ‘*H*’ tags, ‘*Alt*’ tags, IMG filenames, and ‘*Title*’ tags.
- Create page titles which include primary keywords.
- Write SEO Meta Descriptions.
- Audit your website’s load speed.
- If not already, register your website to Google Search Console.
- Submit a standard XML sitemap, and a Video XML sitemap to Google through Search Console.
- If appropriate include an embedded YouTube video.
- Create Rich Snippets using Schema Markup.



Reference Videos:

‘Siloing’
‘SEO Yoast’
‘Title Tags’
‘Header Tags’
‘Sitemaps & Noindexing’
‘XML Video Sitemap’

Brace yourself because this week is a big one. There’s a lot to fit in, so be prepared to work hard for the next 7 days. If you need the work to bleed into week 4 a little then no problem.

You’ll need to perform all the tasks for each of the pages you’re targeting primary keywords for (homepage, individual service pages, category pages, product pages, and so on).

“Week 4 – Issue Two Press Releases”

End of Week Goal

- Issue 2 x Press Releases. Simple!

Just in case you've had any work spillover from last week, the next 7 days are deliberately quite easy. There was an awful lot to cover in Week 3, so it's time to relax a bit or tie up any loose ends from having added content and performing the On-Page optimisation.

Daiquiri cocktail anyone?

Before you get too drunk though, don't forget to submit at least 2 press releases this week.

You can choose from...

www.newswire.com

www.prweb.com

www.pressdispensary.com

www.ereleases.com

That's it!

“Week 5 – Establish Your Business Entity & Online Brand”

End of Week Goals

- Set up a *Facebook.com* Profile.
- Set up a *Twitter.com* Profile.
- Set up a *Linkedin.com* Profile.
- Set up a *Google My Business* Profile
- Set up a *YouTube.com* Profile.
- Set up a *Pinterest.com* Profile.
- Set up a *Tumblr.com* Profile.
- Set up a *Blogger.com* Profile.
- Set up an *About.me* Profile.
- Interlink all social accounts.
- Add social media schema markup.
- Set up social media post scheduling on *www.hootsuite.com* (optional).

We’re getting social this week, and to do this we’re going to create a handful of interconnected social media and online properties. We’ll then tell Google, through schema, that these online properties all represent the brand relating to our website.

Setting up each profile is very intuitive and won’t require any specific input from me. Don’t try to get clever – instead just set them up totally naturally as if you would for your own personal social media. The only departure from the norm for SEO purposes is to interlink the accounts. That is, make sure each one has a link somewhere in it to the other 8. It doesn’t matter where.

Of course it’s very likely you’ll already have a Facebook or Twitter profile for your business and you regularly post / tweet. However, once you’ve created the other 6 social media accounts it’s time to mention how you interact with all 8.

On average, it’s a good idea to post on Facebook and Tweet every other day. For the rest, twice weekly updates will suffice. As for what you’re *doing* on these sites, remember that for SEO purposes it really doesn’t matter. It’s only to do with the signals *any* activity on them sends to Google.

To aid you in the somewhat laborious task of constantly updating these social media accounts, a great tool to use is *www.hootsuite.com*. For under \$20 / month, it allows you to pre-populate and automatically schedule activity on your accounts so to me it’s very much worth it.

“Week 6 – Submit Your Site to Directories”

End of Week Goals

- Set a schedule over the next 3 weeks to submit your website to 10 national, 10 local, and 10 niche directories.
- For this week, submit your URL to the 10 national directories.
- Set up reminders to submit your site to 5 national directories per week thereafter for 3 weeks.



Reference Videos:
'How to Get on Google Maps'

Directory listings are important no matter whether you're a local or national business, but if you *are* local, they're an even bigger deal because of the map listings. This week is all about embarking on the (I'm afraid mind numbing) task of submitting your website to online directories.

Set yourself reminders and schedule the following...

Week 6 – 10 x National Directories

Week 7 – 10 x Local Area Directories

Week 8 – 10 x Niche / Industry Specific Directories

Week 9 – 5 x National Directories

Week 10 – 5 x National Directories

Week 11 – 5 x National Directories

I would only recommend continuing to build directory links to your website beyond week 11 if you're trying to compete for the very top position on the Google Map Listings.

In this case, you'll need to carry out more surgical research into the competition, and in particular the citations associated with their sites, by using Whitespark (<https://whitespark.ca>). Reference the tutorial video called *'How to Get on Google Maps'* for more help with this.

For a list of suggested national directories to submit to, download the *'National Business Directories'* PDF in the resources section of www.willcoombe.com/seo-book.

“Week 7 – Set Up a HARO Account and Systemise It”

End of Week Goals

- Set up an account with Help a Reporter Out (helpareporter.com)
- Systemise and filter HARO’s email delivery.
- Write an email template HARO response.



Reference Videos:
'HARO'

This week we’re setting up HARO so it can run on autopilot. Well, I say ‘autopilot’; the goal here is to minimise work and filter out the noise, so it’s not going to be completely hands off.

Once you’ve completed this week’s tasks, you’ll have a sustainable link generation model that’s totally free to use.

“Week 8 – Review Accumulation”

End of Week Goals

- Solicit Friends & Family for Google reviews.
- Sign up to *Yell.com*, *Trustpilot.com*, and one other industry specific reviews website.
- Use Schema Markup for existing reviews.
- Systemise a post-sales request for reviews.



Reference Videos:
'Schema Markup'

You may have noticed last week was a fairly light one. I'm sure you completed all the HARO tasks in record time and had the rest of the time off lying on a beach in the Caymen Islands.

Well, week 8 is similarly chilled out, because from next week onwards, the work is going to ramp up. So enjoy the next 7 days sorting your review accumulation.

The first thing to do this week is get in touch with all your friends and family to leave you a Google review. However, make sure you don't ask everyone at once – ending up with a barrage of reviews from nowhere, followed by tumbleweeds. Google will smell a rat immediately if you do this. Instead you must stagger asking for reviews.

Once you've done that, you should sign up to at least 3 online review portals. I recommend *Yell.com*, *Trustpilot.com*, and one other industry specific site (for example, if you own a restaurant, *FourSquare.com* might be a good choice). For all your existing online reviews you should then implement Schema to increase your chances of the reviews showing up in the SERPS.

Finally, you need to systemise the accumulation of online reviews. There are many ways to do this, but the simplest method is to print a specific set of business cards which ask for a Google review, and then hand them out to every customer or acquaintance. The important thing is to remove as much friction as possible for anyone good enough to leave you a review by walking them through the process step by step.

So you can see what I mean, I've included an example of a business card asking for a Google review in the resources section of www.willcoombe.com/seo-book. Please note this card is in addition to your existing business card. Not *instead* of.

“Week 9 – Content Research and Editorial Calendar Creation”

End of Week Goals

- Using *Buzzsumo.com* as a muse, come up with at least 15 content ideas (e.g. articles, videos, audio, imagery).
- Perform keyword research for every piece of textual content.
- With an aim to produce a high quality piece of content every 2 weeks, attribute publishing dates to each content idea (starting from week 10).
- Produce your first piece of content in preparation for promotion and outreach beginning next week.
- Create a spreadsheet detailing each piece of content’s title, primary keyword, ancillary keywords, completion & publishing dates, and any further notes on the piece’s angle.



Reference Videos:
‘Good Media’

This week we’re getting all our ducks in a row for a content marketing campaign that will run on rails. We want everything in place to avoid having to ever think in the moment about what to write or how to write it.

I’d like to expand upon the second task this week – ‘Perform keyword research for every piece of textual content’.

It should be noted that the primary objective of creating high quality content on your website is to solicit backlinks from people who identify with and like said content. Nothing more. However, that doesn’t mean we shouldn’t at least try to make them rank organically in order to boost exposure.

For every article you write, perform some basic keyword research in order to establish a primary keyword to integrate into the title, as well as uncovering at least 20 ancillary keywords and synonyms you can pepper throughout the main body of text.

Of course it goes without saying that you should perform the same On-Page SEO with these articles you’d do for any other piece of content on your website.

“Weeks 10, 11, and 12 Onwards – Content Promotion and Outreach”

End of Week Goals

- Cut your teeth with the Broken Link Method of outreach – try it at least once.
- Release content according to your Editorial Calendar.
- Coincide social media posts with every content release (using *hootsuite.com* if possible).
- Perform manual outreach with every content release.
- Perform automated outreach using *Pitchbox.com* (budget permitting).
- Solicit bloggers in your industry to allow you to guest post on their sites.
- Perform a press release with every content piece being published (budget permitting).



Reference Videos:
‘Broken Link Building’

If you’ve made it all the way to week 10, you’re a superstar. Give yourself a hearty slap on the back and write yourself a credit note for success, because you’re already *way* ahead of what your competition are doing.

This week onwards will form the backbone of your Off-Page SEO campaign. You’re going to constantly be releasing useful and fresh content, which not only pleases your users and generates links, but courts Google’s algorithms too.

I’d like to mention at this point, that if you can afford to, you should ditch all manual outreach and go with *Pitchbox.com*. Every. Single. Time.

Due to its exorbitant price tag of nearly \$200 a month I can understand if you choose to do manual email outreach instead. But you’d actually be leveraging your time better if you did some overtime shifts at work, or generally moved finances around to help free up the money to pay for it, because manual outreach takes a lot of time.

And *time*, my friend. Is money anyway.

A Final Word of Advice for Week 10 Onwards

To come full circle as I set you off in the blue yonder, I’d like to end this SEO blueprint by reminding you of something very important.

‘There is no certainty that the time, effort and money you invest in generating good-quality content will return a reward in a short timeframe.’

‘Ouch!’ right?

I talked about this at the beginning of the book, but it’s a common theme with search engine optimisation, and indeed building a business in general. In fact it’s the primary reason many people quit SEO early.

They may intellectually understand that results *will* eventually come, but several weeks in, their emotions get the better of them and they get disillusioned by the apparent lack of progress of their bank balance. They start revising their original strategy, or worse, give up the quest for organic rankings altogether to concentrate on the next 'shiny' form of online marketing.

What I'm getting at is, you need to have faith.

If the content you're creating is good, and you have channels to promote that content online, links to your site will follow, and so too will rankings.

I'll say that again, because it's important: *If the content you're creating is good, and you have channels to promote that content online, links will follow, and so too will rankings.*

Paid advertising is different. You create your advert on AdWords or Facebook or Twitter. You pay your money and traffic lands on your site immediately where, hopefully the traffic makes you more money than you've paid out.

However, with this certainty comes more cost and less reward. Why? Because everyone's doing it. Anyone can throw up an advert and feel the sugar rush of an immediate website conversion. However, there are relatively few people willing to put the consistent work in to generate great content when there are no immediate, tangible results.

Unlike other forms of online marketing, we need to be patient and have faith that if we keep creating valuable content which people within our industry engage with, links and rankings will follow.

And with rankings, comes money.