

# Uncomplicating SEO

I am groot

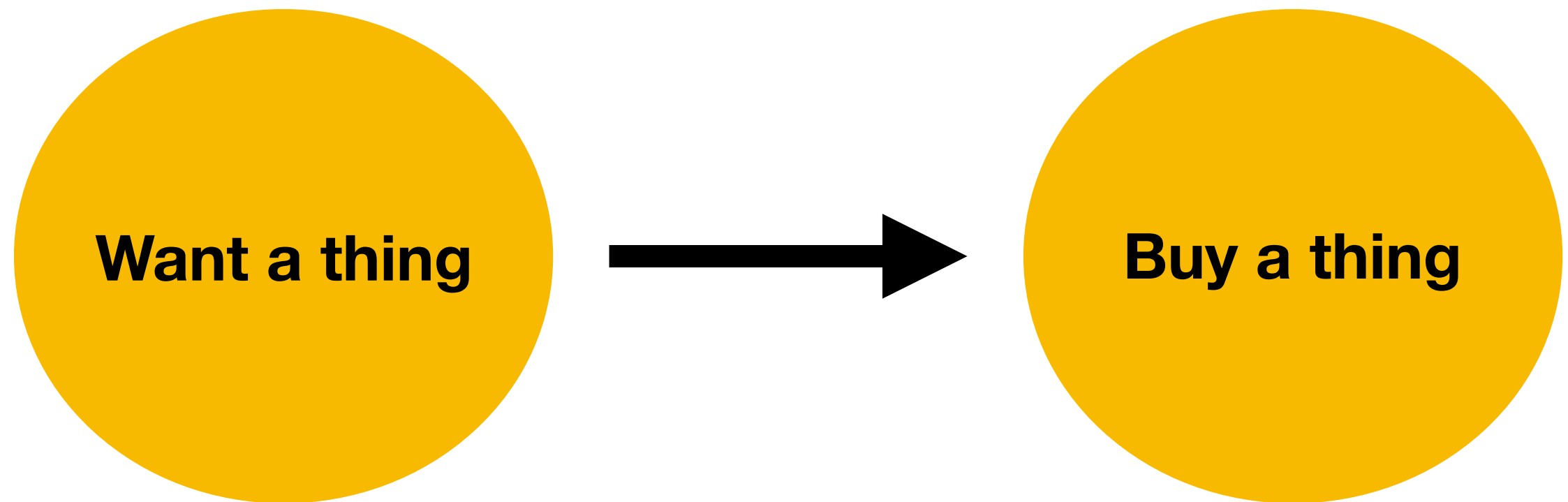
**What comes to mind  
when you think about  
SEO?**

- Technical details like keyword, keyword density, set titles, meta descriptions, etc are important, but...

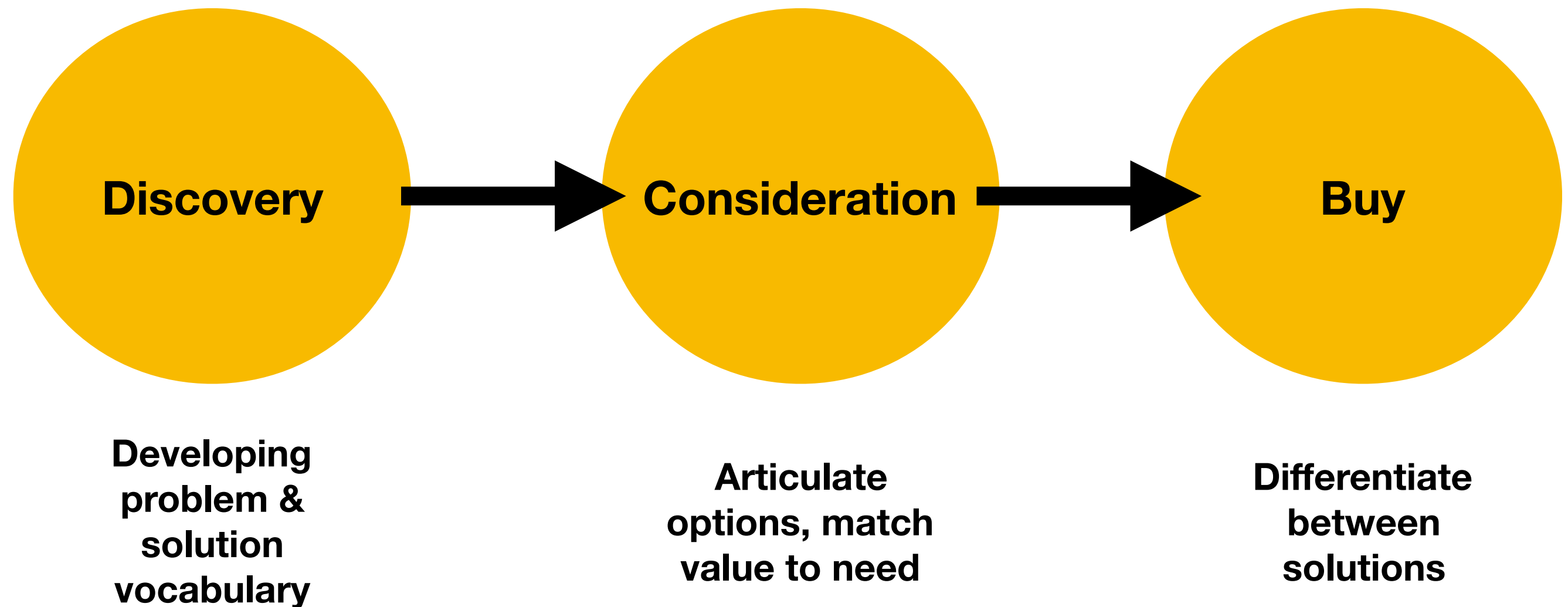
## **More Important:**

- Learning to use the language that your audience uses as they explore whatever it is you offer.

## **The way we often think users think:**



## How users tend to actually think:



# Step 1: Learn Your Audience

**What kind of language would a person brand new to your space use as they are learning it?**

*How do I upload a document to my website?*

**Same question, but for someone who's now more knowledgeable and considering technical options?**

*file upload plugins for WordPress*

# Step 2: Map Your Website

- **What are the landing pages that matter on your site?**
- **What pages are critical to your sales funnel?**
- **What pages support your funnel?**

**Think about how you can shape your site to take advantage of the “buyer’s journey” & maximize engagement**

# Step 3: Brainstorm Keywords

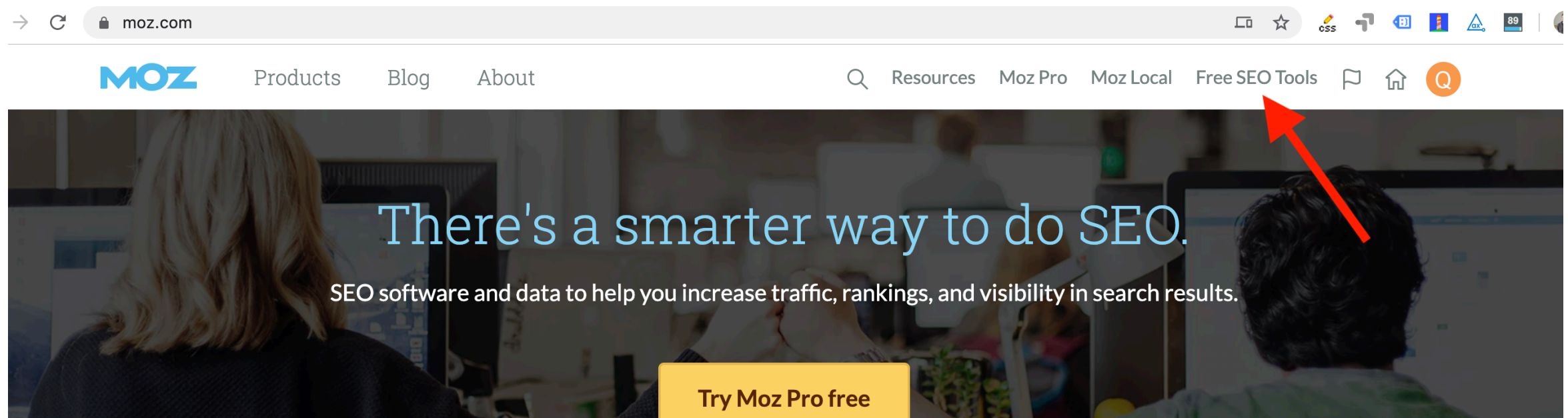
Once you have an idea of the language your users use...

- Google's "People also ask" & "Searches related to..."
- Google Images Tab: short tail phrases & category words
- Google Trends
- Answer the Public
- Google Search Console
- Google Ads' Keyword Planner



# Step 4: Quantify

## The MozBar



**(sadly not a tasty treat)**

# Step 5: Evaluate & Prioritize

**Plugins that can help: Yoast, SEO Framework  
Also, Moz**

## **Basic Checklist:**

- **Minimum 300 words/page**
- **Title & Metadescrptions**
- **Keyword density (~1:300)**
- **Keyword in:**
  - **title**
  - **intro**
  - **subheading**
  - **slug**
- **images w/ alt attribute tags**
- **outbound/inbound links**
- **evergreen content for repeat key phrases**