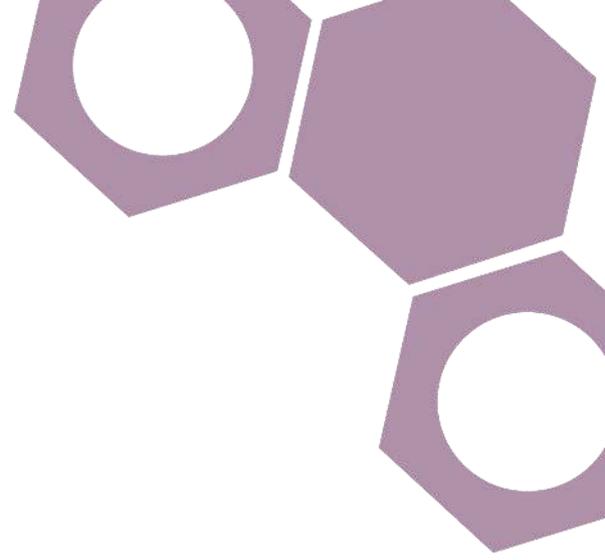




# SEO SOS

FROM THE TRAFFIC ACCELERATOR

A DIGITAL FIXERS COURSE



How would it feel...

To have enquiries and sales coming through your website  
whilst you were doing other things?

To know that whatever you wanted to show up on google for,  
you could do - quickly and easily?

To have so many bookings coming through that you have to  
redesign your business to cope? (It Happened to a client of  
ours!)

To have people call you who already trust you because you  
rank highly on search engines?

This can happen to you!

In SEO SOS, we're taking our exact system for 1-1 SEO work  
and making it available to you.  
For literally a fraction of the cost.

Welcome to the future of your business!





GETTING THE  
BASICS  
NAIILED

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# Google Search Console

Google Search Console is essential for getting found on google. It's your way of communicating with google about your website and quite simply SEO is not accidental.

Think of Google like a puppy; you cannot teach it to read, but you can train it. That's where Google Search Console comes in. You have to train it. You must tell it you exist and what you're about. It won't understand... until you train it.

## Setting up your google search console

Sign into your Google account. Make sure you're using your business (not personal) account if it's a business website.

Go to Google Search Console (you can actually google this and it will come up, or go to <https://search.google.com>)

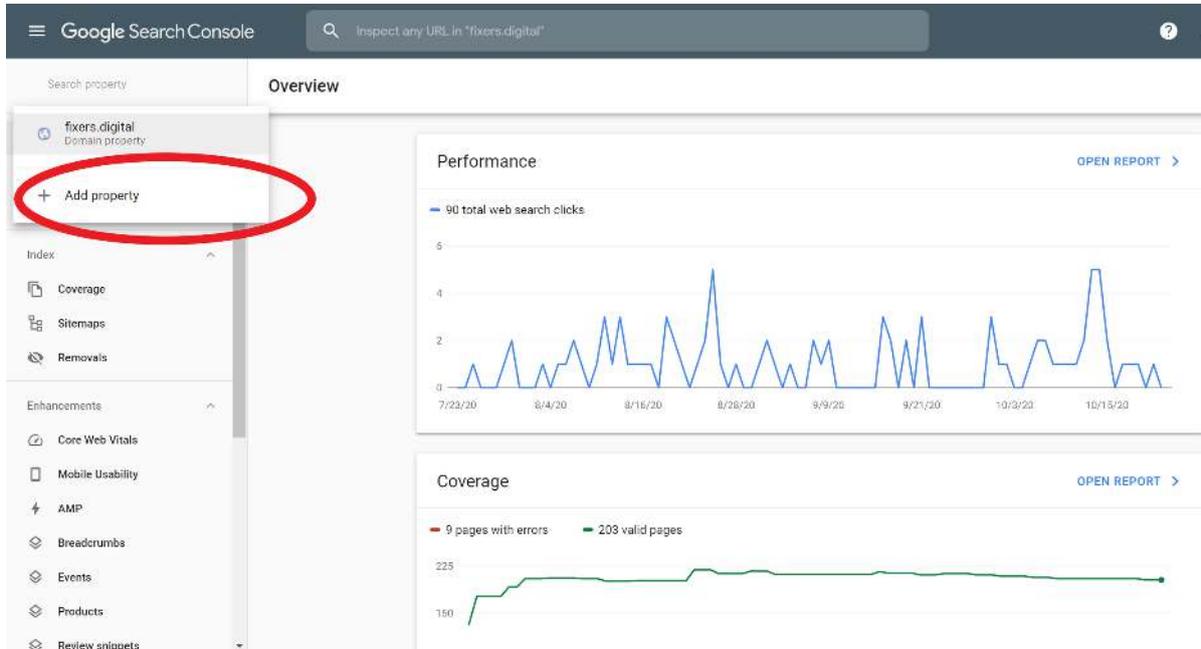
Click "Add a property."

Choose "Website" from the drop-down menu and enter the URL of your site.

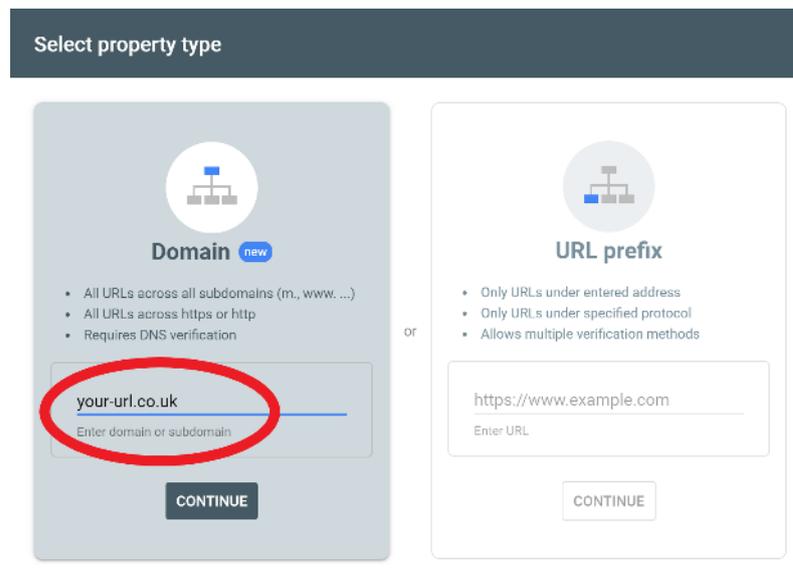
Make sure you're using the exact URL that appears in the browser bar.

Click "Continue."

# Google Search Console



The screenshot shows the Google Search Console interface for the domain 'fixers.digital'. The left sidebar contains navigation options: Index (Coverage, Sitemaps, Removals), Enhancements (Core Web Vitals, Mobile Usability, AMP, Breadcrumbs, Events, Products, Review snippets), and a red circle highlights the '+ Add property' button. The main content area shows 'Performance' with 90 total web search clicks and a line chart, and 'Coverage' with 9 pages with errors and 208 valid pages.

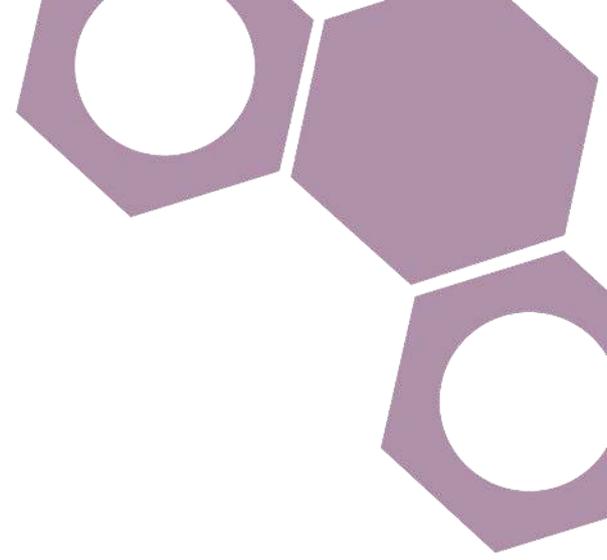


The 'Select property type' dialog offers two options:

- Domain** (new): All URLs across all subdomains (m., www. ...), All URLs across https or http, Requires DNS verification. The input field contains 'your-url.co.uk' and is circled in red.
- URL prefix**: Only URLs under entered address, Only URLs under specified protocol, Allows multiple verification methods. The input field contains 'https://www.example.com'.

Buttons for 'CONTINUE' are present for both options.

[LEARN MORE](#) [CANCEL](#)



# Sitemaps

Sitemaps are really important and excellent for SEO. Every website has a sitemap; think of it like a menu for your website. By using a sitemap, you can tell Google exactly what is on your website and you make it far easier to index and rank.

## How to find your sitemap:

If you have Wordpress and Yoast, the likelihood is that you already have a sitemap.

Type this into your browser after your web address and see if they work: `/sitemap.xml/sitemap/sitemap_index.xml`

You'll see something like this:

**XML Sitemap**

Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on [sitemaps.org](https://sitemaps.org).

This XML Sitemap Index file contains 17 sitemaps:

Sitemap	Last Modified
<a href="https://fixers.digital/post-sitemap.xml">https://fixers.digital/post-sitemap.xml</a>	2020-08-25 19:20 +00:00
<a href="https://fixers.digital/page-sitemap.xml">https://fixers.digital/page-sitemap.xml</a>	2020-10-10 20:56 +00:00
<a href="https://fixers.digital/w2dc_listing-sitemap.xml">https://fixers.digital/w2dc_listing-sitemap.xml</a>	
<a href="https://fixers.digital/course-sitemap.xml">https://fixers.digital/course-sitemap.xml</a>	2020-10-28 09:09 +00:00
<a href="https://fixers.digital/lesson-sitemap.xml">https://fixers.digital/lesson-sitemap.xml</a>	2020-10-28 10:44 +00:00
<a href="https://fixers.digital/lms_quiz-sitemap.xml">https://fixers.digital/lms_quiz-sitemap.xml</a>	
<a href="https://fixers.digital/lms_membership-sitemap.xml">https://fixers.digital/lms_membership-sitemap.xml</a>	2020-10-04 22:15 +00:00
<a href="https://fixers.digital/lms_certificate-sitemap.xml">https://fixers.digital/lms_certificate-sitemap.xml</a>	
<a href="https://fixers.digital/lms_my_certificate-sitemap.xml">https://fixers.digital/lms_my_certificate-sitemap.xml</a>	
<a href="https://fixers.digital/product-sitemap.xml">https://fixers.digital/product-sitemap.xml</a>	2020-08-26 00:08 +00:00
<a href="https://fixers.digital/category-sitemap.xml">https://fixers.digital/category-sitemap.xml</a>	2020-08-25 19:20 +00:00
<a href="https://fixers.digital/post_tag-sitemap.xml">https://fixers.digital/post_tag-sitemap.xml</a>	2020-08-16 20:56 +00:00
<a href="https://fixers.digital/course_cat-sitemap.xml">https://fixers.digital/course_cat-sitemap.xml</a>	2020-10-28 09:09 +00:00
<a href="https://fixers.digital/course_difficulty-sitemap.xml">https://fixers.digital/course_difficulty-sitemap.xml</a>	2020-10-28 09:09 +00:00
<a href="https://fixers.digital/course_track-sitemap.xml">https://fixers.digital/course_track-sitemap.xml</a>	2020-10-18 20:25 +00:00
<a href="https://fixers.digital/product_cat-sitemap.xml">https://fixers.digital/product_cat-sitemap.xml</a>	2020-08-26 00:08 +00:00
<a href="https://fixers.digital/author-sitemap.xml">https://fixers.digital/author-sitemap.xml</a>	2020-07-28 18:49 +00:00



# Resources

There are some great SEO resources that can be added onto your website. We highly recommend the following:

## **WordPress:**

- Yoast Plugin or Rank Math (these give you an interactive checklist and help you optimise individual pages) - it won't do the work for you, it'll help you identify what to do though
- Google Analytics Plugin - we recommend this one, we use it ourselves and it shows us where the traffic comes from simply and it's free
- Yoast also has a paid woocommerce SEO plugin which comes highly recommended too

## **Apps**

- SEO Edge for iPhone - to track your rankings (free and paid versions available)
- Google Analytics app
- Google My Business app



# Considerations

## Organisation

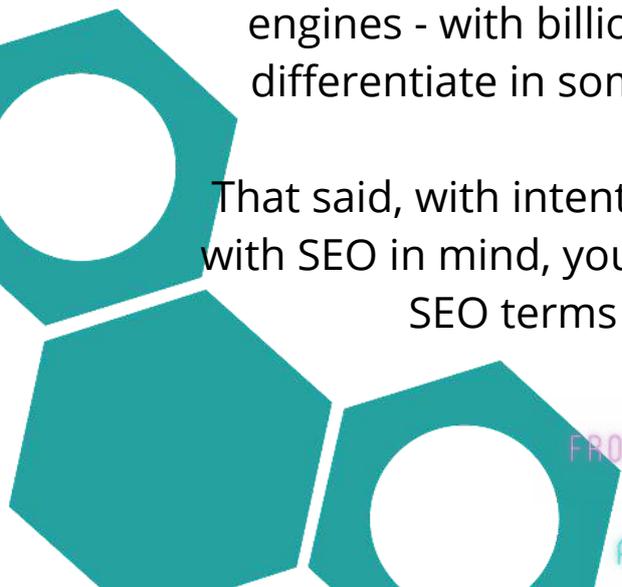
Your website must be organised in a logical fashion. If you've created pages willy-nilly with neither rhyme nor reason then you need to consider re-organising your website. Ideally, it should look like a family tree, not a single layer of stuff...



## Site Age

An older site has had time to build up trust with search engines - with billions of websites out there, they have to differentiate in some way, and this is one of those ways.

That said, with intentional content creation and organisation with SEO in mind, you can rank highly fairly quickly. Quickly in SEO terms is months, not days or weeks.





# CREATING A KEYWORD PLAN

FROM THE TRAFFIC ACCELERATOR

A DIGITAL FIXERS COURSE

# Keyword Research

Keyword research is absolutely VITAL. You *\*think\** you know what your clients are looking for... until you ASK them.

If you don't know what you're optimising for, you cannot optimise.

We will be optimising your static pages, so you need as many keywords as you have pages. Don't forget that a keyword is not just one word - it can be a string of 2-5 words. The longer the phrase, the easier to optimise for, but the lower the search volume.

Write down your static pages below.  
These should be the pages listed in your website menus.

**My Static Pages:**

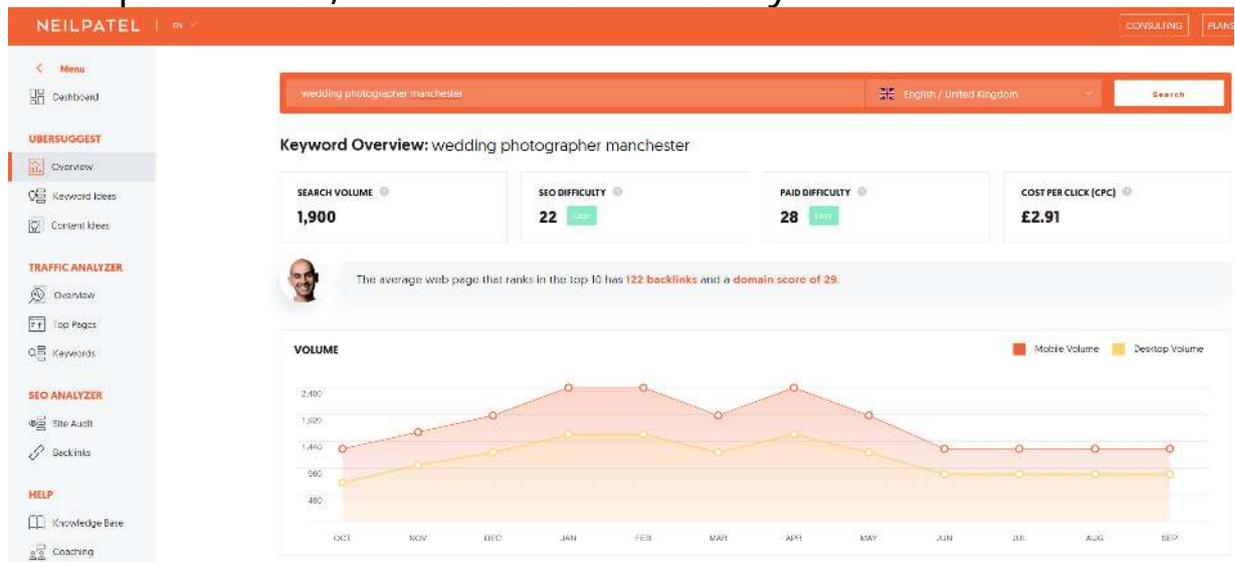
# Keyword Research

## Stages of Keyword/phrase Research

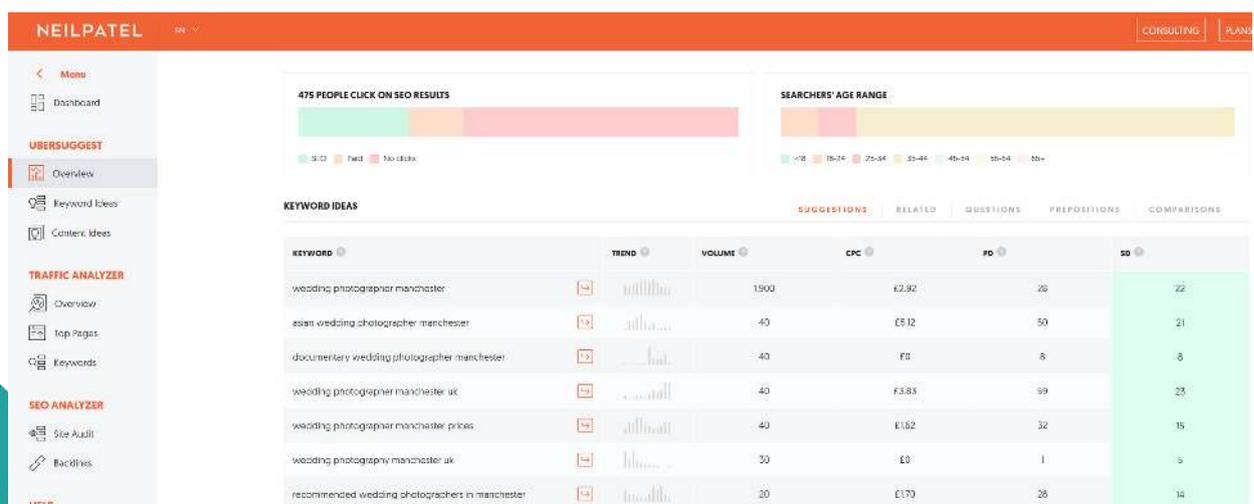
1. **Work out what your customers are searching for** by:
  - Asking them (in a FB group, or via email - use a google form for responses if you have a big audience)
  - Using tools like Ubersuggest (free for 5 searches a day), Answer the Public, Google Keywords Planner (this is a trickier one to use, so don't fall down a rabbit hole!), AhRefs, Moz, and SEMRush.
  - Use at least 2 of the above, but don't fall down a massive rabbit hole with this!!
2. **Pick the best keywords/phrases for your niche** and for each page. You're looking for keywords which:
  - Have decent search volumes (ideally at least 1000+ a month)
  - Have low competition
  - Naturally describe your business/products
3. There isn't a 3. That is it.

# Keyword Research

Using Ubersuggest you can see the search results for "wedding photographer manchester". The search volume is 1900 per month, and a search difficulty 22.

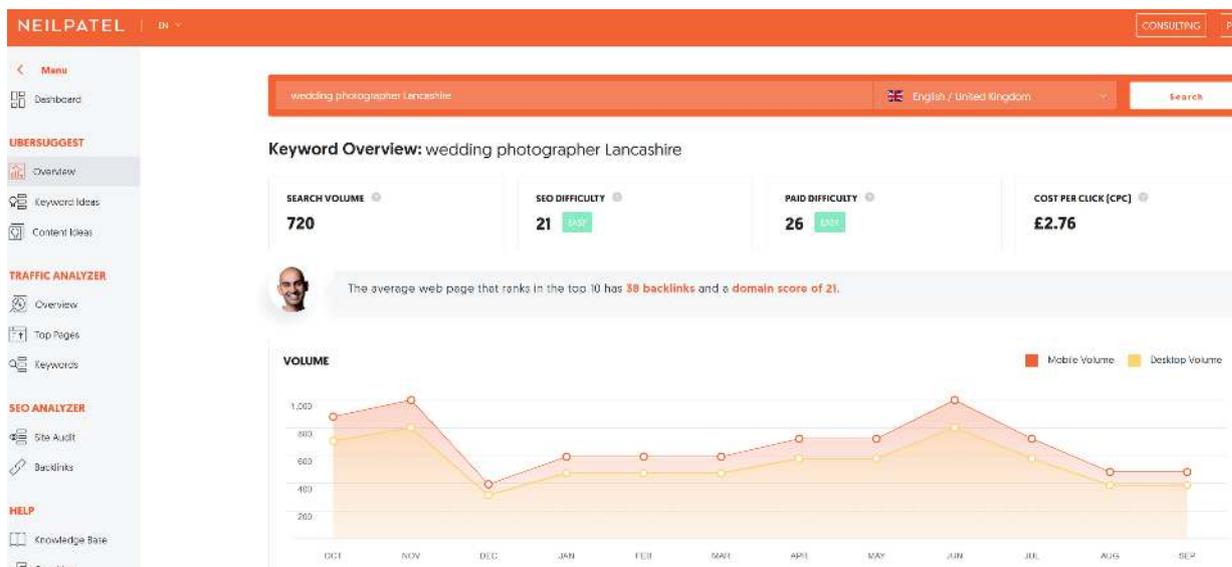


Ubersuggest will then give you some other similar suggestions

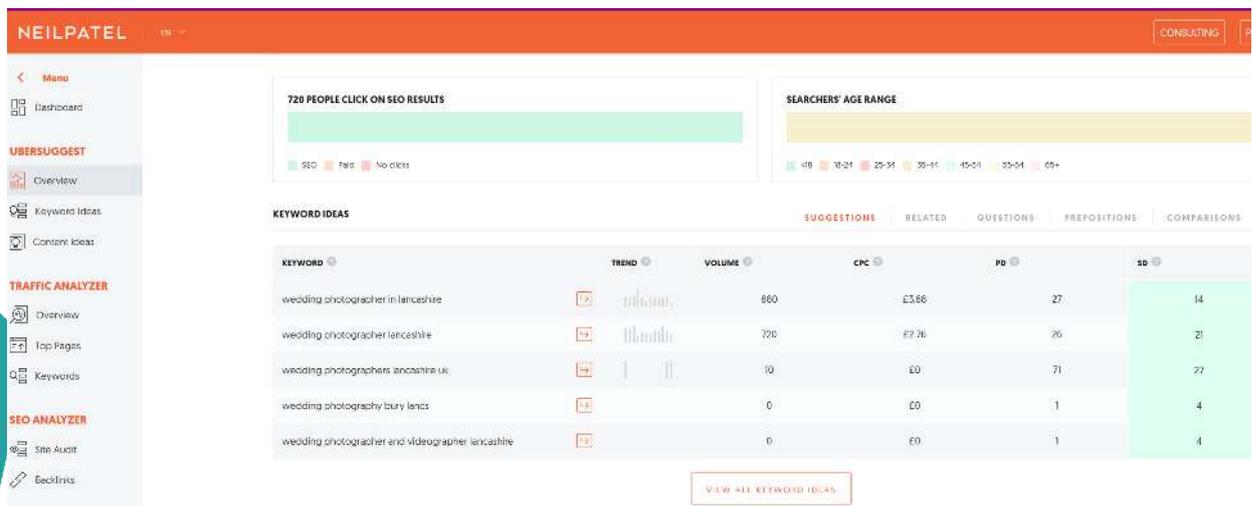


# Keyword Research

"wedding photographer lancashire" is only 720, with a difficulty of 21



Ubersuggest then suggests "wedding photographer in lancashire" and it's 880 with a difficulty of only 14 - so that one little word makes quite a difference!



# Keyword Planning

This is where you start to assign those keywords/phrases to your actual pages.

As we're only doing your static pages at this point, you'll need as many keywords/phrases as you have main pages on your website - this should be around 5-10.

**Golden rule - one keyword/phrase per page, and never reuse a keyword/phrase.**

If you have significantly more than this, then you'll need to have a look at reorganising your site. Really.

Use our keyword planner to plan your keywords and match them to your pages.

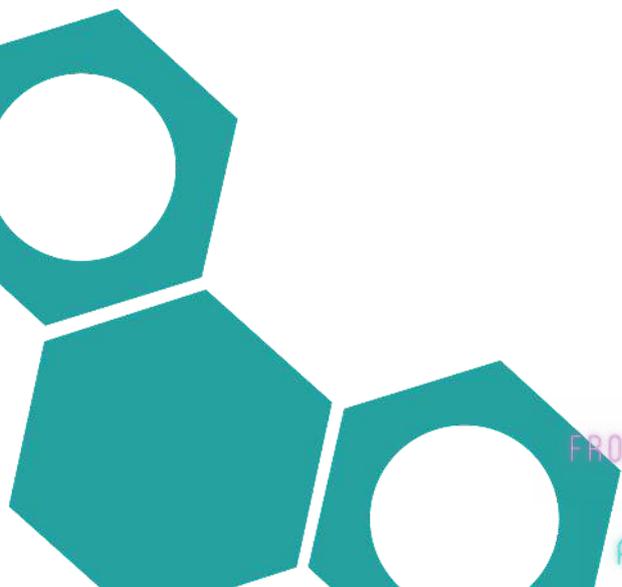
This is the exact system we use for our clients.

You can either download our [keyword planning spreadsheet](#) **here (please make a copy to keep)**, or use the one on the next page.



# Keyword Planning

Page (home, about, contact etc)	Keyword to rank for	Current position on google



# Common Mistakes

Here are some of the most common mistakes we find people making when trying to rank:

## **No new content**

Ranking for things that their customers are not looking for (hint - no one is looking for 'Digital Fixers' - no one...)

## **Not using the analytics**

(not scary, we promise!)

## **Old-school keyword stuffing**

You know, where you put all manner of related keywords into the page and make them the same colour as the background?

No. Not good at all.

## **Thinking it's a set-it and forget-it kind of thing!**

Here's the thing; most people think of SEO as a 'one and done' type of thing. Far from it, SEO actions need to be embedded in all of your online activities. At the end of this section, we've included a weekly and monthly SEO to do list for you.

# Weekly and Monthly To-Dos

## **Weekly:**

Update any old content with new dates and/or updated information (this includes revisiting old content and going through the checklist above)

Tell google search console you've updated your site

Make sure your social media content all relates to any new stuff you're creating this month.

## **Monthly:**

Update google my business with at least one post relating to that month's content (and a link to your site)

Check your rankings

Go through old blog posts and update the content and re-optimize for better keywords.



# OPTIMISING YOUR PAGES

FROM THE TRAFFIC ACCELERATOR

A DIGITAL FIXERS COURSE

# Titles and Copy

Exciting times!! We're now going to optimise your static pages for the keywords/phrases you chose.

In each of the following lessons in this section, we'll take one small part of the part of a page and optimise it.

This is what we do on every single page we optimise for clients' websites... literally step by step.

Titles and copy are really important. Remember, google cannot read, but it can recognise words.

It cannot make sense of sentences and copy, but it can identify specific words that are used.

In the following steps, we're going to use the example '**SEO Online Course**' as the keyword we want to rank for.

# Titles and Copy

## Places to put the keyword/phrase:

**The URL of the page.** (fakey.com/seo-online-course) - this is sometimes called the **slug**.

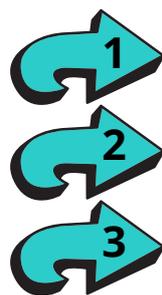
The title of the page (normally in the set up of the page, not on the page itself). Sometimes you can 'hide' the title of the page if it doesn't make sense logically or aesthetically to have it visible on the page. If you do hide it, still optimise it! The title is also called the H1 heading and ideally you should only have one of these per page, as google knows they are important. If you have 7, it will confuse your SEO puppy.

## **Any sub-headings within the copy.**

**3-5 times naturally within the copy on the page**

# Titles and Copy

Using WordPress the page title (1) is "SEO Online Course". The phrase is also in the H1 title (2), and again in the first paragraph (3). Writing the full page you would use it again 3 or 4 times, depending on how much text is on the page.



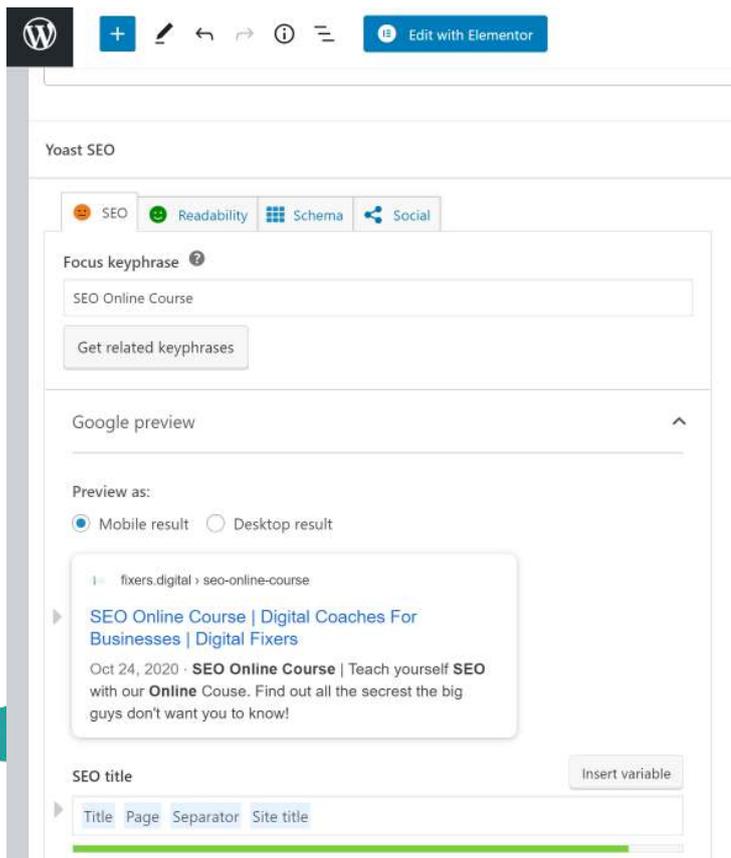
**1** SEO Online Course

**2** Digital Fixers SEO Online Course 

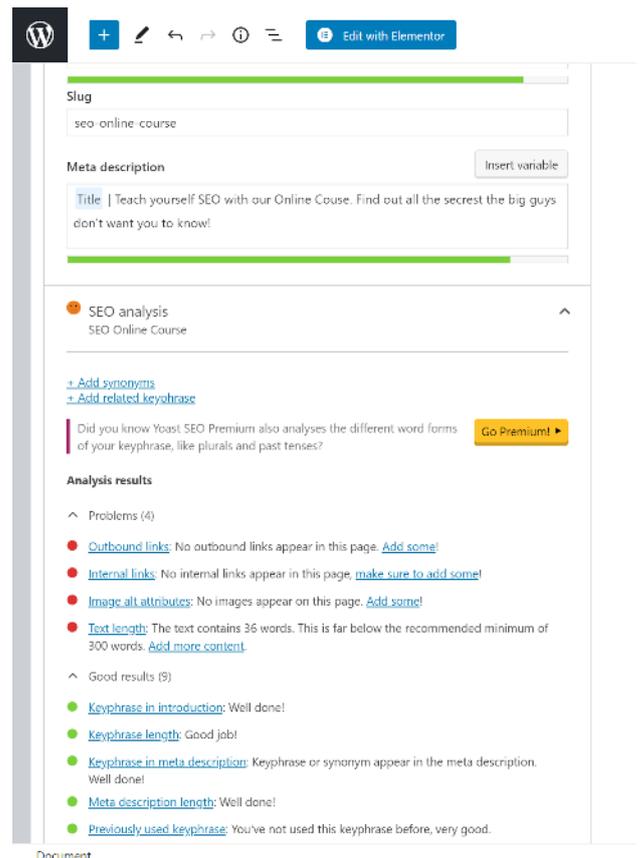
**3** Wouldn't it be great to know how to do your own SEO? Our SEO Online Course will give you everything you need to get started with SEO for your business.

# Titles and Copy

In the Yoast section of page the Focus keyphrase section we use SEO Online Course. It's used again in the SEO Title (using variables). The slug is seo-online-course and it's in the meta description. The only red lights yoast is giving us here are for no internal or external links, and no image attributes and not enough text. These items would be fixed for the live page!!



The screenshot shows the Yoast SEO settings for a page. The 'Focus keyphrase' is set to 'SEO Online Course'. The 'Google preview' shows a search result for 'SEO Online Course | Digital Coaches For Businesses | Digital Fixers' with a snippet: 'Oct 24, 2020 · **SEO Online Course** | Teach yourself **SEO** with our **Online** Course. Find out all the secret the big guys don't want you to know!'. The 'SEO title' is set to 'Title Page Separator Site title'.



The screenshot shows the Yoast SEO analysis results for the page. The 'SEO analysis' section shows 'SEO Online Course' as the keyphrase. The 'Analysis results' section shows 4 problems and 5 good results. The problems are: 'Outbound links: No outbound links appear in this page. [Add some!](#)', 'Internal links: No internal links appear in this page. [make sure to add some!](#)', 'Image alt attributes: No images appear on this page. [Add some!](#)', and 'Text length: The text contains 36 words. This is far below the recommended minimum of 300 words. [Add more content.](#)'. The good results are: 'Keyphrase in introduction: Well done!', 'Keyphrase length: Good job!', 'Keyphrase in meta description: Keyphrase or synonym appear in the meta description. Well done!', 'Meta description length: Well done!', and 'Previously used keyphrase: You've not used this keyphrase before, very good.'

# Images

**Your next step is the images on the page.**

Yes, each page should have multiple images, and even if you use them across other pages on your site, you should optimise them on the page they're on, every time.

Images allow search engines to make sense of what a page is about, but they cannot actually 'see' the images (yet!). So we're going to tell the search engines what each image is about by putting the keyword/phrase (yes, the same one!)

In the following steps, we're going to use the example '**SEO Online Course**' as the keyword we want to rank for.

**Places to put the keyword/phrase:**

**The title of the image.**

You may have to rename files to do this

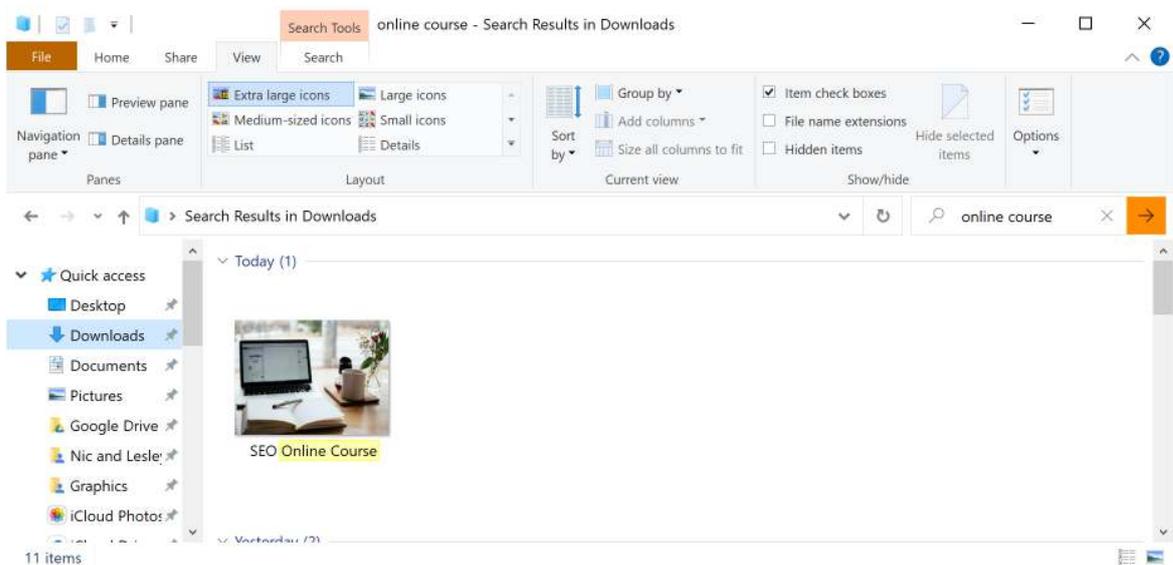
**The alt text of the image.**

This is intended for visually-impaired users, so make sure that your image actually fits the keyword/phrase

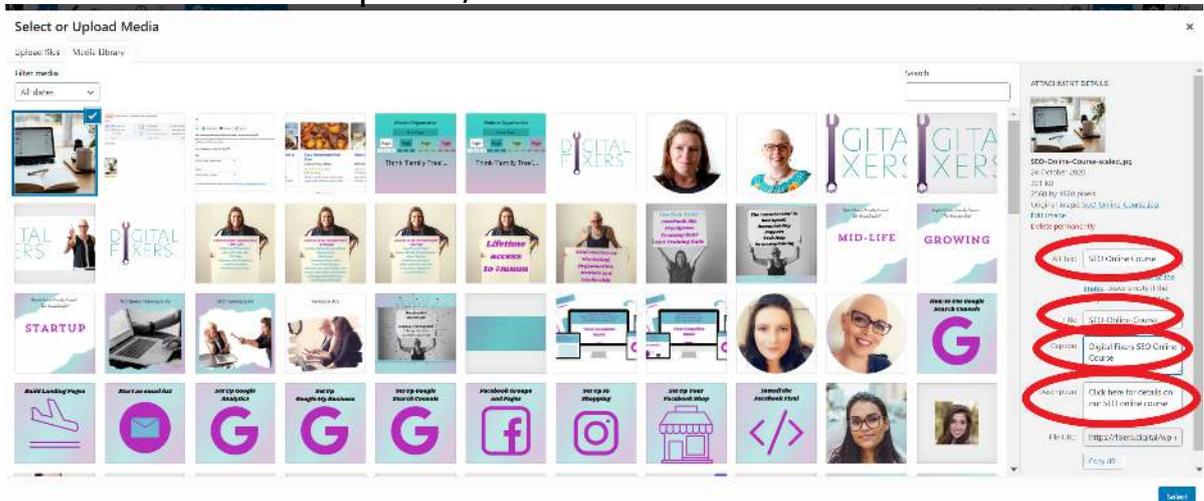
**Any captions/descriptions of the image**

# Images

We have found a great image, and saved it, with the keyphrase "SEO Online Course"



In the Media section we can set the Alt Text (most important) But also a caption that can appear under the image, and the description, but with more details.



# Schema Markups and 'Techie Stuff'

Now that your pages are pretty much optimised for your keyword phrases (yes, it really is that simple, repetitive and dare we say, boring?!), there are a couple of advanced things that you can do to train your puppy even more and educate search engines about your site and pages.

**Important - Rich Results and Schema markup are 'nice-to-haves' and will complement existing SEO work on your website. Don't feel that you need to do this, especially in the beginning.**

These are optional extras and they won't be applicable to everyone - have a look and see if there are any that appeal and would fit into your website

## **Metadata and Tags**

Metadata tells the search engine what the page is about, and it appears in the text directly below the title in the search results. Although it's debatable whether it has a direct impact on SEO, it's worth optimising.

## **Schema Markup (AKA Structured Data)**

Schema markup is some code placed on the pages on your website which basically translates your page into language that your search engine can understand. It works like this:- You tell Schema.org key points of info about your website- Schema translates it into HTML- You paste that into your source code.

BUT, since we're about making this a darn sight easier than usual, we would highly recommend using a plugin or an app on your website to do this for you.

# Schema Markups and 'Techie Stuff'

## Rich Snippets/Rich Results

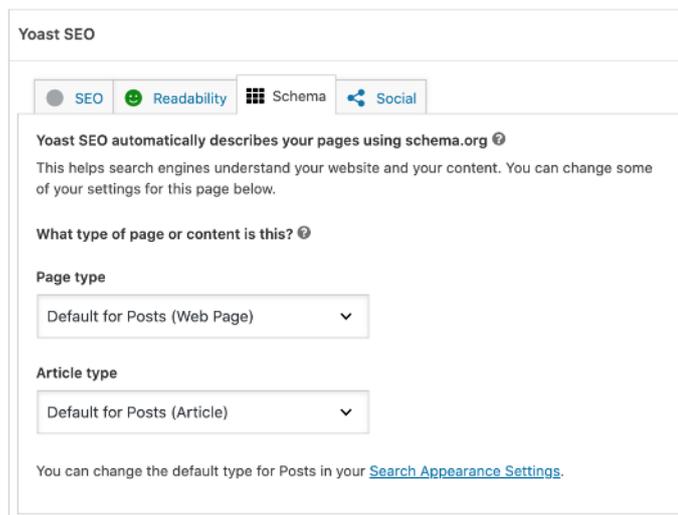
Rich results (used to be called Rich Snippets) are results that are shown in an organised fashion on the search results page - think of when you search for a recipe, and you'll see results like these;

### Recipes

 <p><b>Beef Stew with Carrots &amp; Potatoes</b> Once Upon a Chef 5.0 ★★★★★ (1.4K) 3 hrs 30 mins Red wine, balsamic vinegar, boneless beef chuck, beef broth,</p>	 <p><b>Easy Homemade Beef Stew</b> Healthy Fitness Meals 4.7 ★★★★★ (34) 2 hrs 45 mins Gluten free all, beef chuck roast, yukon gold potatoes, beef broth,</p>	 <p><b>Slow-cooker beef stew</b> BBC Good Food 4.8 ★★★★★ (212) 4 hrs 20 mins Worcestershire sauce, tomato, carrots, beef stock, mash</p>
<p>▼ Show more</p>		

# Schema Markups and 'Techie Stuff'

Wordpress websites with Yoast Premium installed will automatically give you boxes to fill out to optimise for rich snippets.

A screenshot of the Yoast SEO interface, specifically the Schema tab. The interface has a white background with a light grey border. At the top, there are four tabs: "SEO" (selected), "Readability", "Schema", and "Social". Below the tabs, there is a text box containing the following information:

Yoast SEO automatically describes your pages using [schema.org](https://schema.org) ⓘ  
This helps search engines understand your website and your content. You can change some of your settings for this page below.

What type of page or content is this? ⓘ

Page type  
Default for Posts (Web Page) ▼

Article type  
Default for Posts (Article) ▼

You can change the default type for Posts in your [Search Appearance Settings](#).

# Schema Markups and 'Techie Stuff'

For other websites (Wix, Shopify etc), you can do this manually or purchase an add-on or app to help with this.

**Important - Rich Results and Schema markup are 'nice-to-haves' and will complement existing SEO work on your website. Don't feel that you need to do this, especially in the beginning.**

[Wix has a structured data walkthrough here.](#)

[This is a run-down on manually adding structured data to ecommerce sites here.](#)