

SEO 101

Get ranked without the headache!

WHEN I TRY SOME RANDOM SEO TIP
WITHOUT KNOWING WHY



www.seowl.co

Brought to you by...

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JACLYN
HOPE
design



I'm Jaclyn

I'm a brand and web designer.

My design studio is Jaclyn Hope Design. I love supporting business owners in creating strong brand identities that support growing businesses.

We support all types of businesses.

SEO is our most popular service request currently.

You can't compete without high quality brand design, web design, and search engine optimization.



Plan of Attack

01

What is SEO?

02

Know Your Data

03

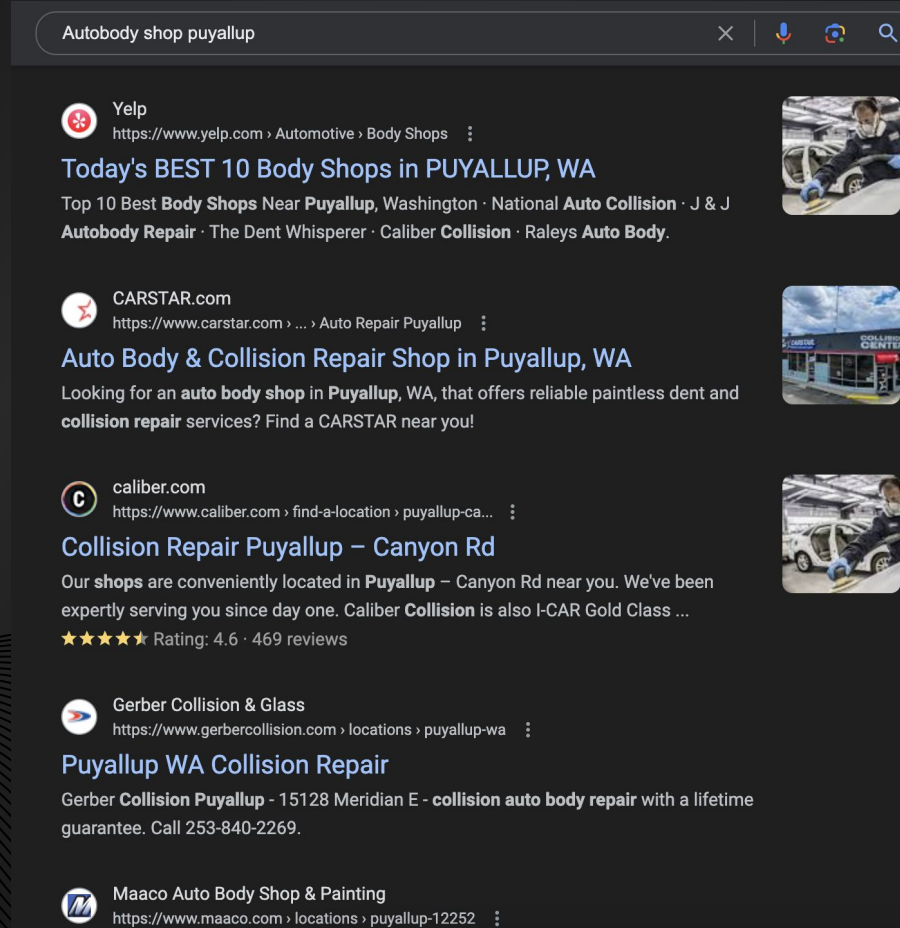
Strategies

01 What is SEO?

What is SEO

Search Engine Optimization: the process of optimizing a website to improve its ranking in search results. The goal is to get more organic traffic to a website by making its pages more relevant and popular to users' search queries.

When a website ranks higher in search results, more people will see it. Only 1.9% of users will click on a 2nd page result.



Autobody shop puyallup

Yelp
https://www.yelp.com › Automotive › Body Shops ›
Today's BEST 10 Body Shops in PUYALLUP, WA
Top 10 Best **Body Shops** Near **Puyallup**, Washington · National **Auto Collision** · J & J **Autobody Repair** · The Dent Whisperer · Caliber **Collision** · Raleys **Auto Body**.

CARSTAR.com
https://www.carstar.com › ... › Auto Repair Puyallup ›
Auto Body & Collision Repair Shop in Puyallup, WA
Looking for an **auto body shop** in **Puyallup**, WA, that offers reliable paintless dent and **collision repair** services? Find a CARSTAR near you!

caliber.com
https://www.caliber.com › find-a-location › puyallup-ca... ›
Collision Repair Puyallup – Canyon Rd
Our **shops** are conveniently located in **Puyallup** – Canyon Rd near you. We've been expertly serving you since day one. Caliber **Collision** is also I-CAR Gold Class ...
★★★★★ Rating: 4.6 · 469 reviews

Gerber Collision & Glass
https://www.gerbercollision.com › locations › puyallup-wa ›
Puyallup WA Collision Repair
Gerber **Collision Puyallup** - 15128 Meridian E - **collision auto body repair** with a lifetime guarantee. Call 253-840-2269.

Maaco Auto Body Shop & Painting
https://www.maaco.com › locations › puyallup-12252 ›



Disclaimer:

SEO is an art AND a science. It's a set of strategies, not your sole marketing strategy.

There is NO magic button.

It takes TIME and EFFORT.

The goal with SEO:

Understand YOUR audience.

Help search engines understand your content.

Show search engines that your content is high quality and trustworthy.

Your Brand & Your Goals

How do you want to be represented online? Do you have clear messaging? What are your goals for digital marketing in general? Engagement? Sales? Bookings? Messages?

Without clear goals, your SEO strategies will be random grabs for attention instead of targeted progress leading towards results.



Things Are Constantly Changing

Google updates their algorithm 10–15 times per year.

The development of AI tools, like SearchGPT (early beta):

While pulling from a smaller pool, 26% of URLs ranking in SearchGPT get no traffic from Google.

Stick with best practices, give your website time and attention and you'll see improvement.

Reflect:

How are you currently represented online?

What is a measurable goal for your online presence you'd like to see in the next 6 months?



The background features a series of thin, dark, wavy lines that create a sense of movement and depth, resembling a stylized ocean or a data visualization. The lines are more concentrated in the lower half of the image, creating a sense of rising or falling waves.

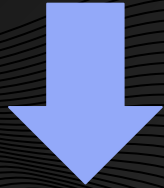
02

Know Your Data

Data Point 1: Know your audience.

Target Audience

Who is your ideal client? What are they like? What types of businesses do they support? What are your client's pain points?



What are they **SEARCHING FOR?**



Analyze the data



<https://analytics.google.com/>

Gives data on your traffic.

- How many people are visiting?
- What pages do they frequent?
- How long do they spend on each page?
- Where are they coming from? (search, direct, organic or paid social)



<https://search.google.com/search-console/>

Gives data on your SEARCH traffic.

- How many people come from Google searches?
- What are people searching for when they find you?
- What OTHER searches are you showing up in, but further down?
- What pages do searches send people to?

Data Point 2: Analyze Your Keywords

Use Search Console to Research Keywords

You already
know how
people are
finding you. Use
those keywords

We'll go over strategies
on how to use these in
the next part!

One of my clients – custom window treatments in Cincinnati

Performance on Search results			EXPORT
Search type: Web	Date: Last 3 months	+ New	Last updated: 13 hours ago ?
best window coverings for allergies	4	30	
window treatments cincinnati	3	150	
draperies near me	2	209	
curtains cincinnati	2	90	
hypoallergenic blinds	2	60	
best blinds for dust allergy	2	56	
custom window treatments cincinnati	2	33	
best window coverings for dust mite allergy	2	12	

Use Tools to Research Keywords

Google Ads Keyword Planner

<input type="checkbox"/> Keyword	↓	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keyword ideas									
<input type="checkbox"/> custom blinds		10K – 100K	0%	0%	High	—	\$6.60	\$26.85	
<input type="checkbox"/> custom blinds near me		10K – 100K	0%	0%	High	—	\$4.38	\$20.02	
<input type="checkbox"/> window shades blinds		10K – 100K	0%	+900%	High	—	\$1.77	\$10.25	
<input type="checkbox"/> windows and blinds		10K – 100K	0%	+900%	High	—	\$1.77	\$10.25	
<input type="checkbox"/> custom window shades and blinds		10K – 100K	0%	0%	High	—	\$6.60	\$26.85	
<input type="checkbox"/> shade and blinds		10K – 100K	0%	0%	High	—	\$1.90	\$9.81	
<input type="checkbox"/> custom blinds shades		10K – 100K	0%	0%	High	—	\$1.90	\$9.81	
<input type="checkbox"/> shade custom blinds		10K – 100K	0%	0%	High	—	\$1.90	\$9.81	
<input type="checkbox"/> draped valances		10K – 100K	0%	0%	High	—	\$0.28	\$1.55	

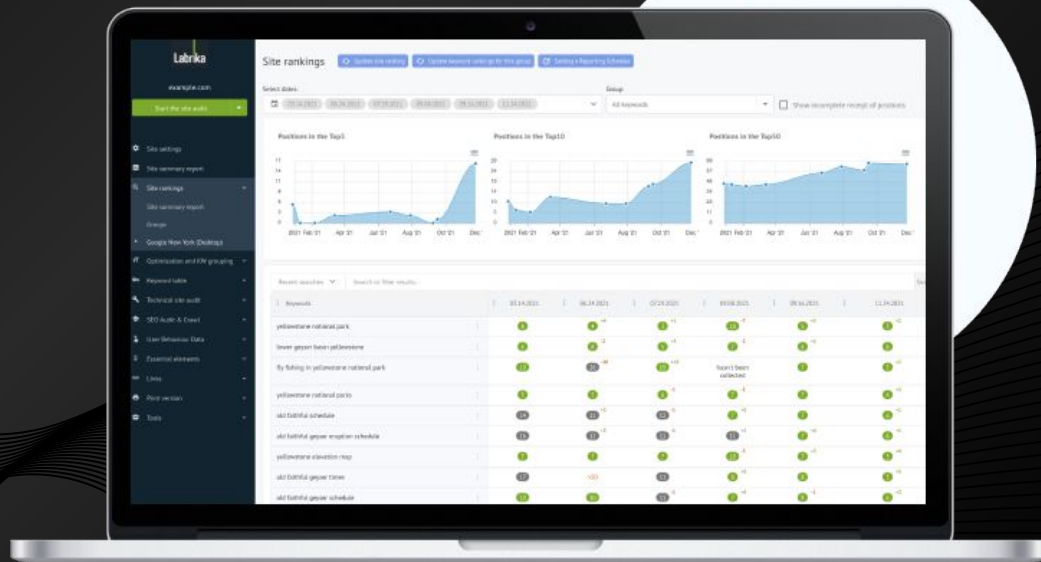
Use Tools to Research Keywords

Labrika

\$19/mo or \$69 one-time on AppSumo

All-in-one Audit tool and Keyword Rank tracker

Probably 80% more info than you'll need. Great for larger businesses, if you have a web/marketing team.



How Do Your Keywords Rank?

One of my clients – custom window treatments in Cincinnati

Using a tool like Labrika, you can find how your keywords rank for YOUR site. I also use rankings to see what website show up above and below my site.

We'll go over strategies on how to use these in the next part!

Keywords	29.12.2023	01.03.2024	02.04.2024	02.05.2024	03.06.2024
exciting windows	4	3 ⁺¹	3	2 ⁺¹	3 ⁻¹
custom draperies near me	3	3	3	3	3
exterior screen shades cincinnati	-	4	3 ⁺¹	1 ⁺²	3 ⁻²
best blinds for allergies	-	-	4	3 ⁺¹	3
hypoallergenic blinds	-	-	7	4 ⁺³	3 ⁺¹
custom drapes near me	-	-	3	3	3
best blinds for dust allergy	-	-	5	4 ⁺¹	4
allergy window treatments	-	-	4	5 ⁻¹	4 ⁺¹
windows coverings near me	>50	5	5	31 ⁻²⁶	5 ⁺²⁶
in home window treatment consultation	6	7 ⁻¹	6 ⁺¹	4 ⁺²	5 ⁻¹
custom blinds cincinnati	6	7 ⁻¹	5 ⁺²	2 ⁺³	6 ⁻⁴
cincinnati window shades	8	10 ⁻²	10	6 ⁺⁴	6
window treatments near me	5	3 ⁺²	3	2 ⁺¹	6 ⁻⁴
window shades cincinnati	8	9 ⁻¹	10 ⁻¹	9 ⁺¹	8 ⁺¹

Rankings move around, but your goal is to see an upward trend over time.

Installing and Using These Tools

1. Create an account on each platform
2. Connect it to your website – you'll add a code to the "header" of your site. (there are a million tutorials on youtube)
3. Let it collect data for at least 3-4 weeks.
4. Start digging into the data!

If you're on Wordpress, install the Site Kit plug-in, it creates a nice dashboard right inside Wordpress.

For other platforms, they often have their own integrations to Google Analytics, but they often don't show you the full data, especially for Search Console.

Reflect:

Do you know your data?

Do you use Google Analytics and Search Console?

Do you know what keywords are ranking for you?

03

Apply Strategies

Audit Your Site

Site summary report

<input checked="" type="checkbox"/>	Show critical SEO errors	100
<input checked="" type="checkbox"/>	Show other SEO Errors	25
<input checked="" type="checkbox"/>	Show warnings	63

Shallow dive? Use the checklist from today.

Deep dive? Use a tool like Labrika.

Find technical elements you're **MISSING**

Strategy 1: Keyword Usage

Use Keywords On the Page



ABOUT R&R AUTO BODY

Experience. Skill. Service.

A staple in the community for over 40 years, our independent automotive service center in Ellensburg, WA, has a solid reputation, built on expertise, honesty, and impeccable service.

- ✓ I-CAR certified technicians
- ✓ Large secured facility
- ✓ State-of-the-art equipment
- ✓ Multiple insurance options
- ✓ Full Service
- ✓ Free Consultation

Variety and frequency are great, but don't overstuff. Sticking "Ellensburg Auto Body" on the homepage 38 times will raise a spam flag.

About Us

Use Keywords OFF the Page

Page Title:

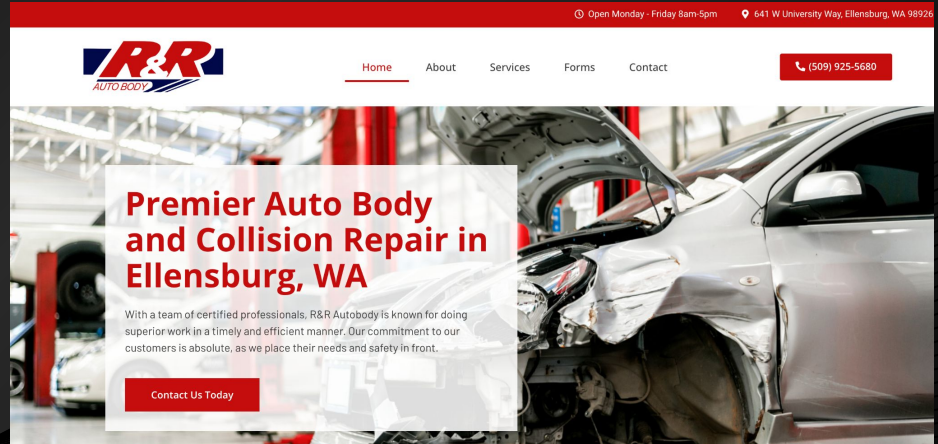
Home | Auto Body and Collision Repair in Ellensburg, WA

Page Description:

Premier full-service auto body and collision repair shop in Ellensburg, Washington, servicing Kittitas County.

Image Alt Tags:

A silver sedan inside R&R Autobody shop with significant hood and bumper body damage from an accident.



Strategy 2:

Small Elements Make a

Big Impact Over Time

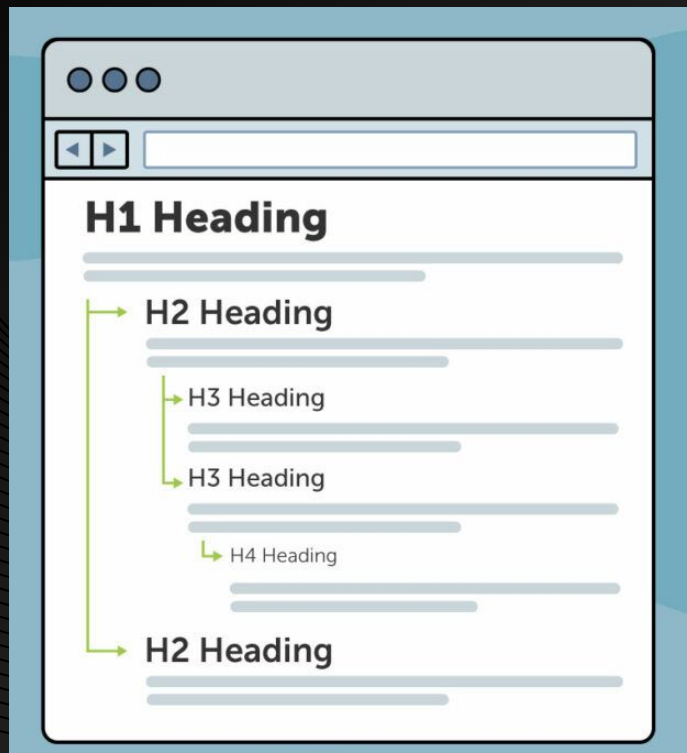
Organization &
Sitemap

Page Titles &
Descriptions

Location
keywords

Backlinks

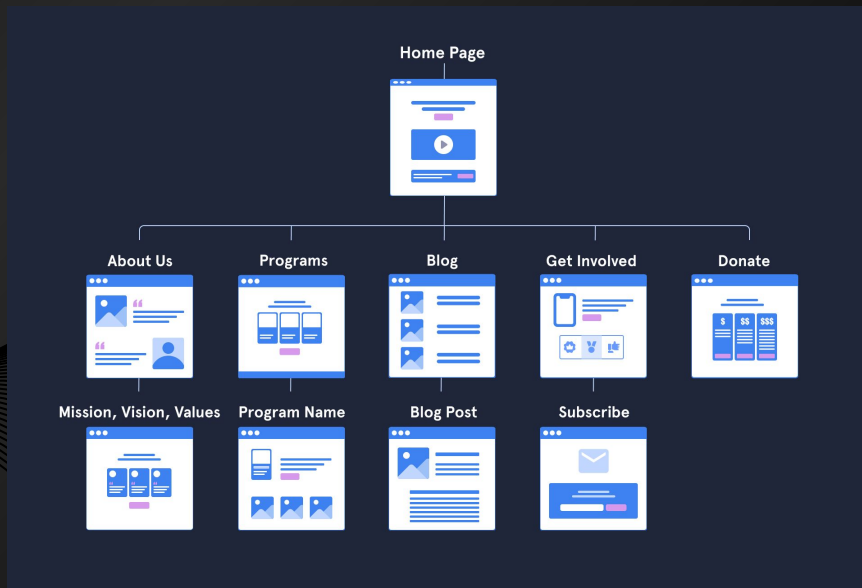
Organization



Organization

Are your pages organized? Do they make sense? Is content easy to find?

Do headings have accurate labels? H1, H2, H3, p...



Sitemap

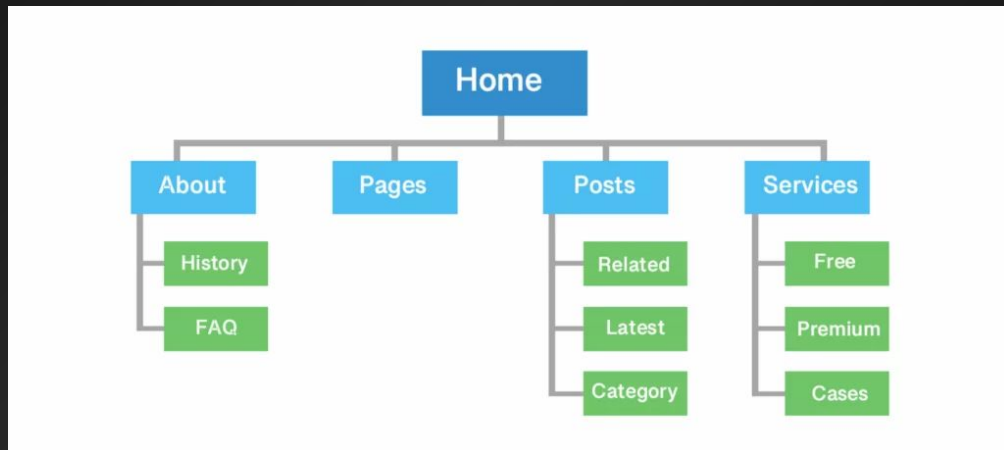
Sitemap

Under Google Search Console, you can submit a sitemap. This is helpful if Google isn't indexing your site properly.

Find your sitemap: it's often...

<https://yourdomain.com/sitemap.xml>

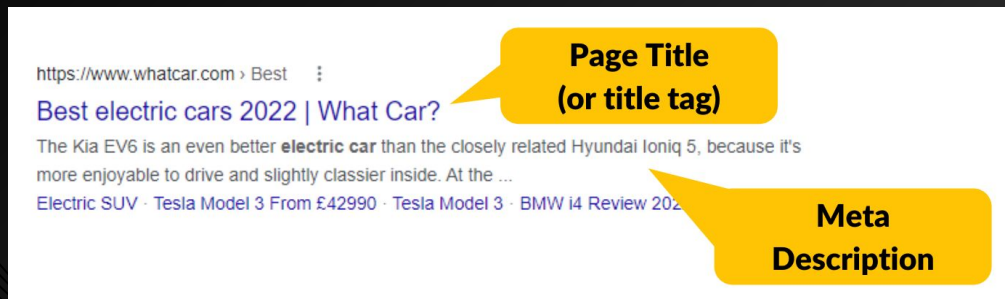
https://yourdomain.com/sitemap_index.xml



This XML file does not appear to have any style information associated with it. The document tr

```
<?xml version="1.0" encoding="UTF-8" ?>
<sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" generatedBy="WIX">
  <sitemap>
    <loc>https://www.mystunningwebsite.com/store-products-sitemap.xml</loc>
    <lastmod>2022-08-12</lastmod>
  </sitemap>
  <sitemap>
    <loc>https://www.mystunningwebsite.com/blog-posts-sitemap.xml</loc>
    <lastmod>2022-08-12</lastmod>
  </sitemap>
  <sitemap>
    <loc>https://www.mystunningwebsite.com/blog-categories-sitemap.xml</loc>
    <lastmod>2022-01-14</lastmod>
  </sitemap>
  <sitemap>
    <loc>https://www.mystunningwebsite.com/pages-sitemap.xml</loc>
    <lastmod>2021-08-27</lastmod>
  </sitemap>
</sitemapindex>
```

Page Titles and Descriptions



The screenshot shows a webpage snippet with two yellow callout boxes. The first box, labeled 'Page Title (or title tag)', points to the text 'Best electric cars 2022 | What Car?'. The second box, labeled 'Meta Description', points to the text 'The Kia EV6 is an even better electric car than the closely related Hyundai Ioniq 5, because it's more enjoyable to drive and slightly classier inside. At the ...'. Below the meta description, there are links: 'Electric SUV', 'Tesla Model 3 From £42990', 'Tesla Model 3', and 'BMW i4 Review 2022'.

https://www.whatcar.com › Best ⋮

Page Title (or title tag)

Best electric cars 2022 | What Car?

The Kia EV6 is an even better **electric car** than the closely related Hyundai Ioniq 5, because it's more enjoyable to drive and slightly classier inside. At the ...

Meta Description

Electric SUV · Tesla Model 3 From £42990 · Tesla Model 3 · BMW i4 Review 2022

Page Title

What page the visitor is on, plus a main keyword or location keyword. Add your name if it's short.

"Our Team | XYZ Windows Seattle"

"Contact Us - ABC circuit training gym"

Page Description

~160 characters, one detailed sentence. Google often changes them, but gives Google additional keywords to pull from. Remove filler words.

"XYZ Windows offers custom window repair and installation for residential and commercial properties in Seattle, Tacoma, and the Puget Sound area."

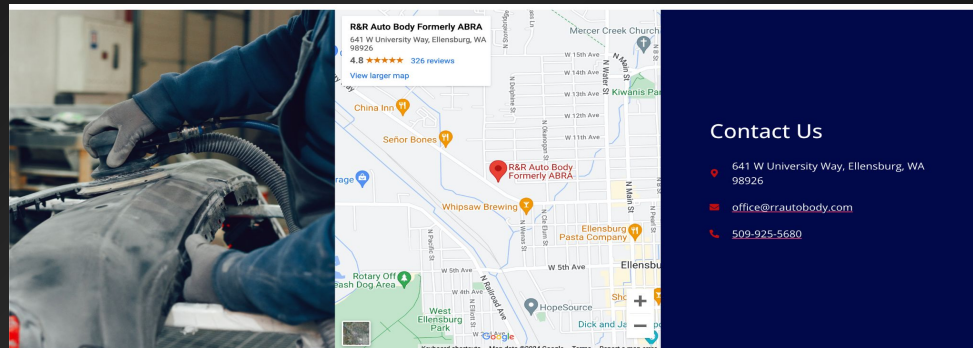
Location Keywords

If you're a local business, people are searching for the location. Make sure Google knows where you're located.

Sneak a few location keywords into the copy.

I add them to the contact page and footer as well.

If your platform asks for your address, ADD IT.



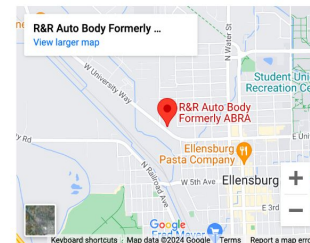
R&R is an auto body and collision repair shop with premier customer service and support. Located in Ellensburg, WA, we serve customers in Kittitas, Yakima, and Grant counties, including Cle Elum, Roslyn, Selah, Kittitas, and Yakima.

Quick Links

[Home](#)
[About](#)
[Services](#)
[Forms](#)
[Contact](#)

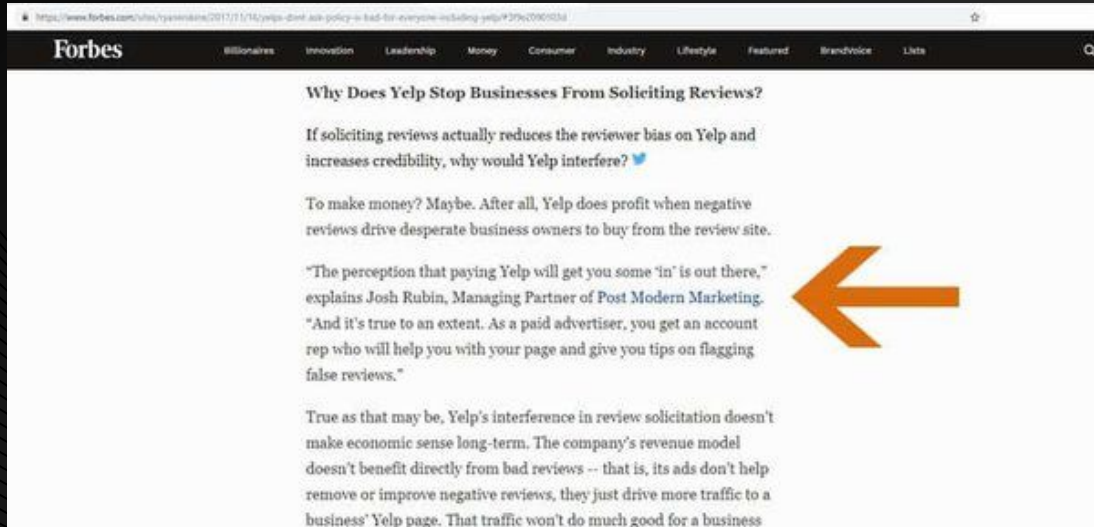
Get In Touch

Email:
Office@rrautobody.com
Phone:
(509) 925 - 5680



Backlinks

Backlinks are links to your site that other people have shared, or can be found on other sites across the internet.



Backlinks tell Google that your website is legitimate, people want to visit it and share it, that you have quality content worth sharing.

Strategies: encourage people to share and link your site. Do a blog article exchange. Submit your site on other databases, review sites, for articles, etc.

Don't buy backlinks. That's often a scam, Google is looking for high quality links from reputable sites.

Best thing you can do:
Use and promote your website.
Traffic begets traffic. Traffic shows
Google people care about your site.
SEO cannot be done in isolation.

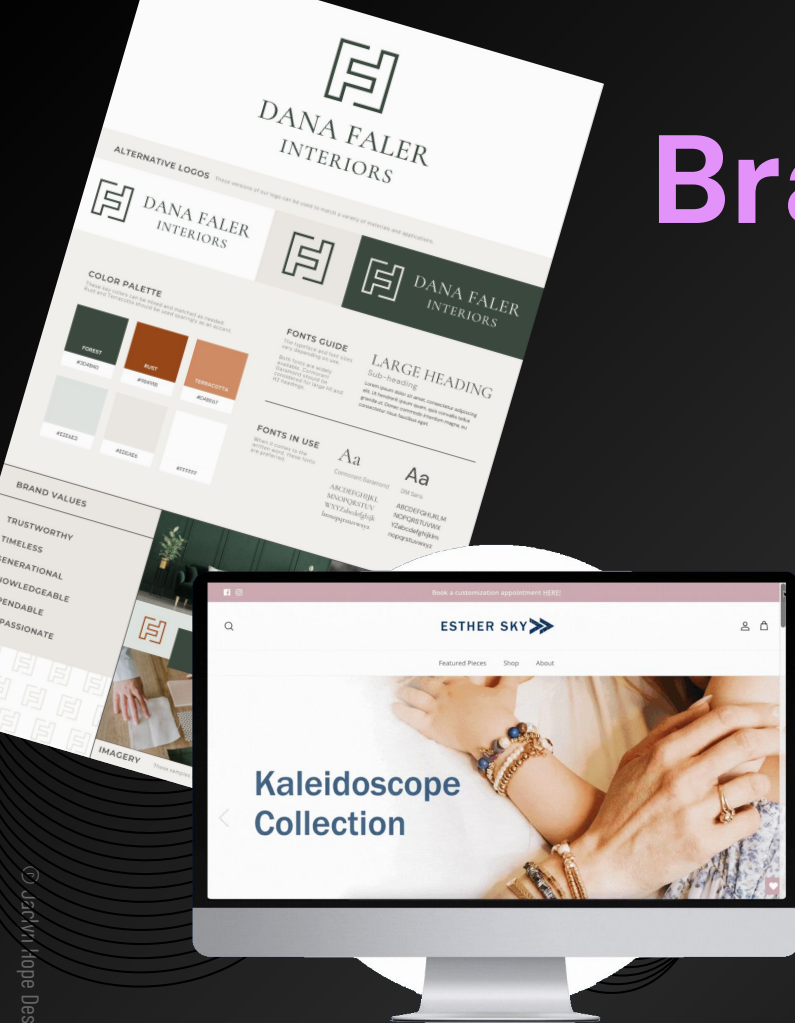
Brand + Web + SEO Services

On a project-by-project basis.

Happy to work with YOUR goals, dreams, and budget.

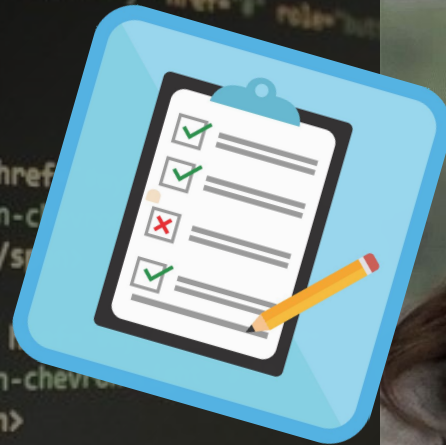
Message me anytime.

JaclynHope.com



```
98 </div>
99 </div>
100 </div>
101 </div>
102 <a class="btn btn-lg btn-primary" href="#" role="button">
103   <span class="glyphicon glyphicon-chevron-right">
104   <span class="sr-only">Next</span>
105 </a>
106 <a class="right carousel-control" href="#carousel-example-generic" data-slide="next">
  <span class="glyphicon glyphicon-chevron-right">
  <span class="sr-only">Next</span>
</a>
```

Free Gift!



The SEO Strategy Checklist

JaclynHope.com/seo-strategy-checklist