BOOST SEO
IN *10 MINUTES* PER DAY

DesignLoud
AGENCY

Contents

Welcome!

SEO. What a task! You might be imagining writing blog posts, building links, getting into your local listings, changing headers, finding the right keywords, posting on social media - all on top of managing your department or running your own business.

It sounds complicated. It sounds like a ton of work. But there's hope.

The fact of the matter is, you can't overhaul your website's SEO in a day. So don't! Instead, try taking just 10 minutes each day to improve your SEO. It can be first thing in the morning or the first thing you do coming back from lunch.

Whenever it is, commit to spending those 10 minutes on SEO every day and you'll be on your way to a higher pagerank in Google search.

SEO is crucial!

By now, all business owners and marketing managers know that a digital presence is not optional.

Maybe you do have a wonderful digital presence. Your website is shiny and new and your content is well written and informative. But you still don't rank on page 1 in Google. What good is great content if no one can find it?

If you have even 1 competitor who is improving their SEO and ranking higher than you in Google, you are missing out on potential customers.

But you know that already, or else you wouldn't have downloaded this ebook!

What Can I Accomplish in 10 Minutes Per Day?

In just 10 minutes per day, you can:

1. Add keywords to all headings on a page or blog post
2. Add 100 words of content to a page or product description
3. Reach out to another website to request a back-link
4. Proofread content on 3 pages
5. Add alt tags to 10 images
6. Research long-tail keywords that you can compete for
7. Add metadescriptions to 2-4 pages

That short list contains just over an hour of work that you can complete in the span of a week. It sounds a lot easier when it's broken down, doesn't it?

If there was anything on there you didn't understand, don't worry. We'll get deeper into the what's, how's, and why's right here in this book.

Pro Tip:

It's easy to become robotic when working on your SEO. Remember, SEO is great for enticing Google's web crawlers, but your primary goal is to help your customer. Be human. Google and customers alike seek helpful, valuable content. Don't sacrifice quality for pagerank.

Let's Make A Plan

As we mentioned earlier, the myriad of ways you can improve your SEO can be overwhelming. Where should you start?

The best place to start is with research.

In your first 10 minutes, spend some time Googling your own keywords. Find your competitors and check out their websites. How does your design stack up against theirs? What phrases are they using? Is their site organized well? What are their strengths and weaknesses? What are yours? Write notes down for 3-4 competitors and keep it handy.

Keyword Research

On your second day, set up a Google AdWords account so you can access their Keyword Planner found under Tools in the top menu. Search for new keywords using a phrase and get search volume data and trends.

Keep a list of keywords you want to rank for. If they are expensive, use them in content instead of paid advertising. Reference this list frequently while updating your pages.

Long-tail Keywords

Long-tail keywords include more than one or two words. They are useful because they often have less competition making them easier to rank for. They also help keep your products specific so only potential customers who are actually in the market for your product will find you.

For example, if your company sells golf clubs and one of your strengths is your extended line of kids' golf clubs, use keywords like, "kids' golf clubs in [your location]" or "best golf clubs for children" as opposed to "golf clubs."

Avoid Overstuffing

On your second day, set up a Google AdWords It's smart to include keywords in headings and content. It's not smart to force them every chance you get. In fact, Google now penalizes websites for keyword stuffing.

Correct: "What Makes A High Quality Kids' Golf Club?"
Incorrect: "What Makes A Kids' Golf Club A High Quality Kids' Golf Club?"

Page by Page, Post by Post

Each individual page, blog post, and product description should have a strategy. Before you edit a page, ask yourself: "What is the goal of this page? What keyword am I trying to rank for?"

Keep the main thing the main thing. Stay focused, get your point across, and get your keywords in where they count. Google appreciates relativeness and specificity, and will reward you with a higher pagerank.

Keep a Spreadsheet

Spend 10 minutes one day to create a spreadsheet with a list of all your URLs, or at least your main pages if you have a large website. Use the other axis to for content, images, links, and backlinks. Content for one page should take one day. Mark it off when you're done so you know that next time, you can optimize images or links on that page.

10 Min. SEO Excercises

Now that you've spent the first couple of days researching your keywords and clarifying your goals, it's time to improve your SEO in 10 minutes per day. We've sectioned this book into specific tactics so you can pick and choose what you'd like to work on each day.

Putting Keywords Into Content

Perhaps the simplest task is choosing what keyword you want a page to rank for and inserting it into your content. If you do a couple of these quick and easy tasks on one page a day, you can improve the SEO of 30 pages in a month.

For each page, post, or product description, insert your chosen keyword and its close variants into:

- Headings 1, 2, 3
     Try to have one H1, two H2, and 2-4 H3 per page or blog post
- Content
  - Some SEOs suggest inserting keywords into the first and last sentence of the first paragraph and the last sentence of the content.
  - Your keyword should represent 2-4% of the content (e.g. twice every hundred words).
- Create Content
  - A page, post, or product description should have a minimum of 300 words. The more the merrier!
- Metadescriptions
  - Write a metadescription for a page or post that includes your keyword.
- URL Slug
  - Keep it short. Make the purpose clear. Include your keyword. (e.g. exampledomain.com/kids-golf-clubs/)

Images

In most cases, you can simply click the image edit button and your service will provide you with an area to insert alt tags, captions, descriptions, and more. To change the filename, you will need to correct the file first then reupload the image.

- Alt tags
  - Include your keyword in image alt tags
- File name
  - Be sure your keyword appears in the image's filename
- Be sure to have images on each page

Link Building

Internal links are links to other pages or posts on your website. External links are links to pages on other websites. Each page or post should have one of each.

- Internal Links
  - Link to a relevant blog post, your about page, services page, or contact page
- External Links
  - Link to high quality and relevant articles but avoid linking to competitors unless you are trading links

XML Sitemap

While there is a lot that can be done behind the scenes to improve SEO, this is the techiest we're going to get. Adding an XML Sitemap to your website tells Google's web crawlers how to read your site. It's a one-and-done deal and should only take one 10 minutes session. Follow these steps:
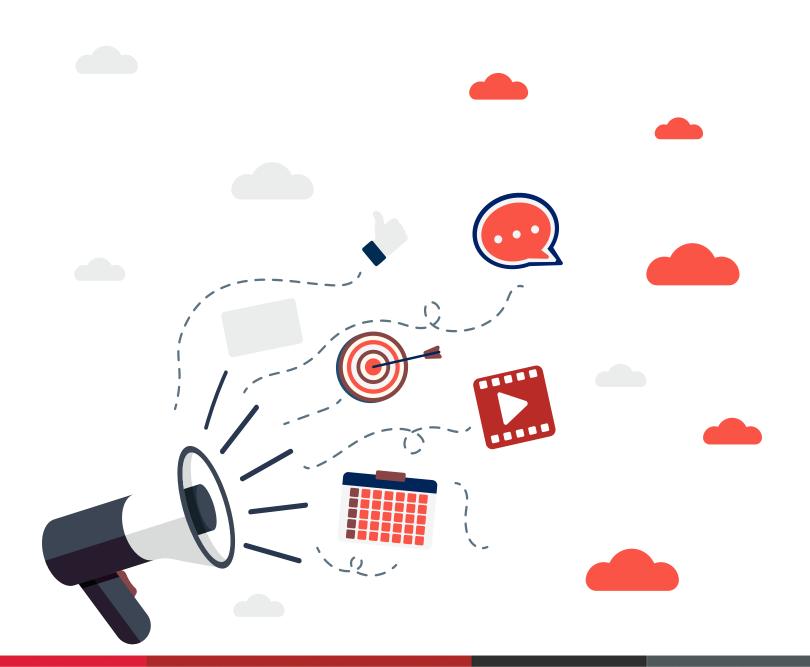- If you don't already have one, make an account on Google Search Console
- Visit a page such as https://www.xml-sitemaps.com/ to have a sitemap generated for your website. This free tool has a 500 page maximum. Download the file sitemap.xml.
- Go back to Google Search Console's homepage and click "Crawl."
- Click "Sitemaps."
- Click "Add/Test Sitemap."
- Upload the sitemap.xml file.
- Click "Submit."

Break It Down

Breaking up the process of SEO helps make it manageable for even the busiest business owner or marketing director. Sticking to your commitment of **10 minutes per day** may be the hardest part.

We encourage you to stick with it! There's always more to learn when it comes to SEO. The best way to stay on track it to keep up.

We hope you enjoyed this eBook! **Subscribe here to receive SEO tips for FREE in your inbox once a week and click here to have your website's SEO audited.**

www.**DESIGNLOUD**.com

CONTACT@DESIGNLOUD.COM

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