

SEO QUICK *Field Notes* GUIDE

ACEANDWHIM.COM

MONTHLY SEO PLANNER

Month_____

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- Blog 3x week-set a goal you can maintain consistently
- Check analytics monthly
- Submit for published works or guest write for another site 2x month



TOPICS TO COVER

- Google Analytics
- Webmaster Tools
- Optimizing Website Pages
- Optimizing Images
 - Blog Content
 - Link Backs

INTRO TO SEO

GOOD TO KNOW

When it comes to SEO, there are a lot of ideas out there. While these topics covered in this guide are just a quick walkthrough, they are crucial for getting google search results. It is important to note that there are absolutely NO quick fixes, no cheats, and no way to guarantee ranking on certain pages in Google. Most things to be done for SEO are small incremental jumps.

Pro tip: One of the best possible thing for your sites SEO is to have link backs to your site, from sites that have a larger viewing audience and better google ranking than yours.



TRACKING

It is hard to know where you are going if you don't know where you've been. Setting up Google Analytics and Google Search Console are going to help you track what is and isn't working in your user experience on your site.

- To set up Google Analytics follow these steps.
- For Google Search Console follow these steps

OPTIMIZE PAGES

Google reads your site the way a human does (creepy). So there is no way to BS Google into a higher ranking without the very plausible risk of being banned from having your site ranked at all. Therefore you need to create good and relevant content that your target audience would want to read, and produce that content in a way that a human could actually digest!

- Know your keywords you want to be found for
 - *example: Arizona wedding photographer, fine art film photographers, husband-wife team, desert weddings*
- Begin writing content that Includes your keywords on your website pages and blogs, where they naturally fit.
- Keywords should also appear in your titles and headings when applicable, and even the url when appropriate.





OPTIMIZE IMAGES

Image optimization for search engines is a great way to get a little bump in SEO, and for your images to actually appear in search results!

- Create relevant “emotionally descriptive” file names. These will be used for display among Google search results
 - *example: “Bride getting ready to walk down the aisle.”*
- Most Important is the “alt text” or descriptive text. This is the text that Google predominantly will use to find relevance among the image.
 - For alt text, you will want to use text as if you were describing the photo to someone over the phone. *“Bride in Arizona with ethereal style, sits on a leather chair waiting for her father to walk her down the aisle”.*

BLOG CONTENT

Content is King, when It comes to SEO. So creating blog content is a very critical and controllable part of helping you SEO rankings. Apart from good link backs to your site, consistent blogging is your best friend.

- Blog posts should be at least 300 words.
 - Make sure some of those 300 words relate to your keywords (location, client or service type, etc.), and make sure your title includes relevant keywords when appropriate.
- The most Important part of blogging comes down to the hardest part about blogging.
 - Consistency- Create a schedule and stick to it.

Pro tip: Use free tools such as YOAST to help you navigate using keywords, link backs and descriptions.





LINK BACKS

A link back is when another site links specifically to a page on your site. Whether that is your home page, or another page on your site, this is a huge opportunity for moving up SERPs (search engine results pages). This is Important because Google recognizes that your site is relevant. It's like a shout out from a cool friend.

Things you can do to get a link back:

- Guest contribute to a popular blog and have them link to your site.
 - This does two things, it will show readers that you are an authority on a subject, and it will show Google that you are a relevant website.
- Submit your work to be featured on a blog/site.