



The Super Simple SEO How to Guide and Check List for Content Managers and Internal Website Editors

What is SEO?

Search Engine Optimization or SEO is the practice of improving your page content, with coding that allows search engines to better understand what you are trying to communicate. Pages that are better optimized have an improved (not guaranteed) chance of being ranked higher on search engines.

The SEO Truth

SEO is generally full of myths, half-truths and technical gobbledey gook. So what is the truth? When should I focus on SEO? Why should my company invest in optimized content?

The truth is Google does not care if your website is highly optimized. They do care that you have the basics covered so your content is readable by a computer. The SEO spiders are computers, so they need an organized page to understand what you do. It is actually hard not to cover the basics today and most of our clients are using WordPress platforms which do the basics very well.

Google's goal is NOT to figure out which page is perfect, shiny or following the 'best of the best' SEO practices. Google's goal is to find the BEST content, at the right time, at the right place and for the one person searching for that information right now. So, Google wants experts with authority and leaders in the real world, not just the Internet world. The most valuable part of SEO is that others are recommending you by linking to your content.

Over a decade and a half of working with competitive business websites we have learned some rules.

1. Google is too complicated and technically advanced to trick. Don't try.
2. Search engines reward leaders in the real world, not just online.
3. Search engines care what users do, so building good pages for people (not spiders) is the goal.
4. The best performing pages we have ever seen would have made our 12th grade English teacher proud!

When do you need to focus on SEO?

When you are in uncompetitive or highly niched markets, SEO is of little value in marketing terms. We have many clients that we have never coached to go beyond the basics because their niche is so tight.

When market intensity is high, it becomes fairly important to become more detailed in your SEO efforts.

Envision a race. If there is one race car (or you and some jalopies), you don't need to worry too much. But as the field becomes crowded, all parts of your car, your pit stops, your performance needs to be tuned up so you can win the race. Winning the race matters and is worth the investment in time and money.

If you are in a crowded race, you MUST pay attention to the details or SEO.



SUPER SIMPLE SEO CHECK LIST

Ideally, this should become a blink test for anyone writing, editing or posting content to your website.

Content Writing

Yes / No - Do you have more than 400 words per page? (We shoot for 800 words.)

Yes / No - Do you have a descriptive yet specific title? (Get to the point.)

Yes / No - Do you have short paragraphs broken up by headlines? (Headers, H1, H2, and H3 Tags.)

Yes / No - Is your content about 1 idea, 1 keyword set? (Not 3, not 5, just 1 thought)

Yes / No - Do you link to other pages in your site? (Crosslinking)

Yes / No - Would your 12th grade English teacher be proud of you?

Yes / No - Did you cite others? (Citing others is worth its weight in gold)

Yes / No - Did you include a picture?

Yes / No - Did you break up or focus some of your thoughts with bullets or numbers?

Technical Checks

Yes / No - Do you have A meta keyword phrase set? (1 keyword please. This is your focus.)

Yes / No - Do you have a meta description?

Yes / No - Is your meta description under 156 characters?

Yes / No - Does your meta description contain your keyword phrase?

Yes / No - Is your title under 55 characters?

Yes / No - Does your title contain your keyword phrase?

Yes / No - Does your article heading (H1 Tag) include your keyword?

Yes / No - Does your page URL contain your keyword phrase?

Yes / No - Did you include "Share" buttons for your content to be passed on?

Yes / No - Did you include a "Call-to-Action" about one of your offerings?

Yes / No - Do your pictures include "alt text"?