

Notes From “SEO Q&A Session with Jennifer Croft – January 20, 2021

What We Talked About Today

Example of Pages For A Commercial Artist Agency/Rep

Photographers

- Food Photographers

- Product Photographers

Videographers

- Healthcare/Medical

 - Hospitals

 - Clinics

 - Private Practice

 - Dental

 - Medical Devices

 - Pharmaceutical

- Wedding

- Funerals

- Organization/Corporate

- Non-Profit

Examples Of Pages For CBD Products

CBD Products

- CBD Oil

- CBD Cream

 - CBD Pain Cream

Keyword Research

Tool: www.wordtracker.com (some free options, plus a low-end option of \$27 per month for 3 months)

Recommend: Do keyword research for a variety of terms (broad and detailed) and create a report

Example of keyword research:

Independent Living

Independent living	9,900
Seniors independent living	4,400
Independent living for seniors	4,400
Senior independent living near me	1,600

Independent Living Denver

Independent living Denver	90
Independent living Denver Colorado	50
Independent living Denver co	50
Senior independent living Denver	30

Assisted Living

Assisted living	90,500
Assisted living near me	49,500
Assisted living facilities	12,100
Sunrise assisted living	8,100
Assisted living facility	6,600
Assisted living cost(s)	3,600
Senior assisted living	2,900
Assisted living for seniors	2,900
Assisted living homes	2,400
Assisted living apartments	1,600
Medicaid assisted living	1,600

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5-Minute Videos To Watch On SEO and Online/Digital Marketing

<https://www.fiveminuteclasses.com/small-business-marketing-classes-online/>

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SEO 101 Class – 1 hour – Taught Through Denver Startup Week – September 2020

<https://www.denverstartupweek.org/schedule/6918-seo-101-how-to-get-to-the-top-of-google-presented-by-the-commons>

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Resources

The Commons on Champa

Free or low-cost resources and classes (online and in-person in downtown Denver), including Power Hours. <https://www.thecommons.co/>

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Contact

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