

Notes From “SEO Q&A Session with Jennifer Croft – December 16, 2020

What We Talked About Today

Basics

Information Architecture/Site Map/Navigation

Keyword research

Site phrases

Page phrases

Tools

www.wordtracker.com (volume per month of searches)

Google instasearch/auto-fill/auto-suggest

Google related

www.answerthepublic.com (ideation and topics)

Metatags (title tags, descriptions) – Yoast plug-in for WordPress

Content (300-500 words per page)

Backlinks/Incoming Links

“Grading Tools”

www.majestic.com (backlinks)

moz.com and authoritylabs.com (keyword ranking)

Yoast (plug-in for WordPress)

www.siteline.com

Google Analytics (free tool with website data)

Google Search Console (free tool with web data)

How To Line Edit A Page For SEO

What’s the job of the page

URLs (don’t change these, if it’s an existing page)

Metas

H1 headings

Add subheadings

Bullet-point lists

Links (with anchor text)

Check for keyword saturation in content

Control + F to visually see it

Do “before and after” word counts

Example Of Before and After Line Edit For SEO

BEFORE

Revolutionize your workout with our cardio dance class.

We recognize that trying something new can take serious guts! In return, we promise to show you a workout class unlike anything you've tried and dare you to make it through class without smiling. We pride ourselves on creating an inclusive atmosphere that's not about being perfect. (Honestly, we don't give a sh*t if you mess up!) Our #1 priority is to create a community that is there to cheer you on as we get sweaty together. Come join us and see for yourself why BLOCK21 is going to revolutionize your workout.

AFTER

Yellow highlighting represents keyword insertions

Blue highlighting represents edits or word replacements

Revolutionize your fitness workout with our cardio dance class.

We recognize that trying something a new fitness routine can take serious guts! In return, we promise to show you a cardio class unlike anything you've tried and dare you to make it through the workout without smiling. We pride ourselves on creating an inclusive atmosphere that's not about being perfect. (Honestly, we don't give a sh*t if you mess up!) Our #1 priority is to create a community, with fitness partners who are there to cheer you on as we get sweaty together. Come join us at our studio in Capitol Hill and see for yourself why BLOCK21 Fitness is going to revolutionize your workout.

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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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