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Gabriel Miller

THE NINJA BLUEPRINT:

RANK ANY BUSINESS #1 IN GOOGLE

GABRIEL MILLER

Get The Free Ninja SEO
Video Crash Course

If you haven't yet watched the free crash course on SEO over at LocalRankNinja.com, I highly recommend you do so. I cover all bases and go over core information that helps push you in the right direction with SEO.

The crash course goes along perfectly with this book and will shed some light on what proper Search Engine Optimization actually looks like.

Head over to https://localrankninja.com/seo-blueprint to get instant access to the course.

INTRODUCTION

Whether you are a business owner, a digital marketer, an agency, or an experienced SEO - this book has something for you.

I've been ranking local businesses since I was 16 years old. I moved out of my parent's basement by ranking my own business - doing computer repair out of my parent's home. (I actually ran the business since I was 13 years old, but I didn't begin to see results till I was older.)

You see, as a 16 year old I had one serious problem: I wasn't getting customers!

It's great to have a business and all, but without customers…well needless to say there's no money.

I knew I needed a way to solve this problem, and began scouring the internet and learning all about digital marketing.

It was then that I realized exactly what I had just done: **I went to Google and did a search.**

Then it hit me like a truck…I needed to show up in Google search!

This led me down a crazy road of becoming obsessed over SEO and everything about it. I tried so many different methods and failed for a long time.

If you're not getting the results you want for yourself or your clients with SEO, don't beat yourself up! This happens to a lot of people and for good reason: Search Engine Optimization can be VERY technical. Especially for the non-tech savvy.

Speaking of tech, the SEO space is filled with a LOT of jargon and terms that most people find overwhelming. I usually get asked about terminology. Because of this, there is a glossary section in the back of this book where I break down the most common SEO terms and what they mean. At any time throughout reading this book, feel free to skip down to that section and check it out.

When it comes to SEO, it takes a proven process to become what Google wants you to be online. A lot of what is being taught in the SEO space right now is incorrect or downright harmful for your ranking - as ironic as that is. It took me a TON of trial and error before I finally found a working formula. …And even more time to learn how to rank non-local businesses in search.

Because of this, I wanted to write this book to share my proven process that I have used time and time again working with countless business owners to help them grow their businesses with Google and rank #1.

My goal is for you to have walked away from reading this with practical, real world knowledge shortcutting your success with my experience. That way you don't have to go through the same headaches I did in the beginning: you can take off winning from the start!

Oh and one more thing: This book comes with lifetime updates. Every once in a while go back to the download link you got in your email when you purchased this and click it again. I'm constantly adding value and making this book even better.

With that being said, let's dive in.

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WHAT MOST PEOPLE MISS ABOUT SEARCH ENGINE OPTIMIZATION

There Are Different Types of SEO.

Most people miss a few key things about SEO. Mainly, that there are actually three types of SEO.

There's **local** SEO and then there's **worldwide/online** SEO.

If you run a local business, you are going to need to approach ranking your website with a completely different strategy compared to an online ecommerce store or a digital products seller.

Yes, there is some overlap. Don't get me wrong. But there are vital things that need to be included in one strategy and not the other. Because of this, I am going to be splitting this book up into two sections. One for local business SEO, and the other for nationwide/online business SEO.

If you are a local business owner, please read the section on that first before heading over to the online business SEO part. Some parts of that section are also applicable once you have all of the core foundations complete that I mention in the local part.

Now, you may have noticed I said there are 3 types of SEO, but only mentioned two so far.

That's because the third SEO "type" as I like to call it is **video** SEO.

I'm not going to be covering video SEO in this book because most likely that's not what you're interested in if you picked this book up.

If you would like to learn more about it, I created a complete dive course on how to rank videos on YouTube. You can check out the course at:

https://www.localrankninja.com/video-seo-katana/

If you are confused which section applies to your business, here's an easy way to know for sure.

Ask yourself this question: **Do I only serve customers in a limited mile radius?**

If the answer to this question is "yes", then the local SEO section is for you.

The SEO Checklists

At the end of both sections of the book, there are daily, weekly, and monthly checklists. These are for you to follow once you have implemented everything in the section of the book. SEO is a continuous process, and while it will only take less than an hour per day after the core optimizations are done - you have to continue to produce content and optimize your website over time. These are the same checklists I use in my business and for my clients.

They are proven to work but you need to implement them and take the time to do the tasks provided.

You Have To Follow Google's Guidelines.

You have most likely come across "blackhat" SEO techniques, tools, and discussions online before. There is a group of people out there who believe that they can outsmart Google and "hack" the system so to speak. This almost always ends badly. Google is a billion dollar company with a team of some of the smartest engineers, developers, and technical people in the world.

If you try to cheat the system not only will you end up not ranking in the long run, but there will be consequences for doing so.

What many beginners don't realize is that Google can flat out blacklist your domain from their search engine. That's right, all that money and time is gone that you invested in your SEO and website!
I worked with a client who was having all sorts of trouble ranking. When I came in, he was on page 10 of Google. That's right, page 10! This meant nobody was seeing his website or products he offered.

At first, I was super confused as to what was going on. He had all of the right elements in place and all the optimizations I myself would have done for the most part. He explained that he had worked with an SEO and he was beginning to lose hope.

I began digging through his website, content, and off-site web properties (more on these later on in the book) to see what was going on. I was flabbergasted. Then as I was combing through stuff on his computer he mentioned "Fiverr" and it was at that moment I knew exactly what was going on.

I stopped him right there and asked if he had purchased backlinks on Fiverr. Sure enough, he had. The SEO he was working with proposed buying 5,000 backlinks on Fiverr was a good idea.

I asked if he had submitted his website to Google Search Console, and he said yes. One check confirmed my suspicions: tons of spammy links.

You see, buying thousands of low quality backlinks is cheating the system. Backlinks, if you aren't familiar, are links to your website around the internet from other websites. The reason people in the SEO space teach that you need these is valid.

Links to your website and content help boost your site's SEO power and ranking.
But here's the thing with backlinks (and yes, we will talk about these later on in the book): **You only want natural backlinks.** If you try to artificially create them, Google _will_ catch on, and it's only a matter of time.

It took weeks of cleanup, asking Google to "deindex" these links. And even then, some of them could not be removed. This is a perfect example of how blackhat SEO techniques can have a permanent negative effect on your business.

So, how do you play by Google's rules? I like to follow the simple rule of "ask yourself if this sounds like something that a legitimate, large company would do." If the answer is "no" or you are unsure, it's probably not a good idea for your SEO strategy.

Additionally, Google lays out their guidelines for webmasters that details what they are looking for and more importantly - not looking for. I recommend taking a minute and reading this page as any information from Google is gold when it comes to SEO.

Design Comes Second, SEO Comes First.

After being an SEO for a while, I noticed a common trend with clients I came in to work with: their websites were fancy and beautifully designed. However, this was pointless because in exchange for the sleek design…they all performed absolutely awful when it came to ranking in search engines. A website designer can actually be your worst enemy.

There's nothing more frustrating than spending thousands of dollars for someone to build you a website only to have it do nothing for your business.

Yes, it's important to invest money in your business. And if done right, that investment should pay itself off over time automatically. But fancy website design is useless if your site isn't optimized to rank.

The key is finding an SEO who also does website design, and not the other way around. I'd much rather have a simple website any day of the week if it means I'm at least generating web traffic, calls, and sales to my business.

I don't understand why people don't seem to get this concept, maybe it's just because they want to market their SEO services and only care about themselves. So many "digital marketers" (and I call them that loosely) put in as little effort as they possibly can and charge as much as possible.

Here's the deal: **SEO is only a means to an end, and good Search Engine Optimization achieves your business goals.**

At the end of the day, regardless if you're a business owner, SEO, marketer, part of an agency…**you need to be able to achieve your goals with SEO.** If you can't, there's no point to any of this.

I cannot begin to list how many times I've worked with business owners where I've had to come in and completely rebuild their entire website because they had a custom proprietary site that only the developer they paid to program the thing could edit, or their site was such a mess it was impossible for me to work on.

If you're a business owner and don't have a website up yet, you're lucky because you're in a position to have good SEO implemented from day one. If you already have a website, don't panic. While I've seen this a lot, there are some website designers that have pleasantly surprised me with SEO in their skillset. However, it's important to understand that just because someone is a website designer - doesn't mean they even know basic SEO.

When a teenager learns how to drive, does that make them a mechanic? No, absolutely not! The same thing goes for website designers. SEO is a completely different skillset and good, effective SEO requires years of experience and practice to pull off. (Luckily for you, this book will shortcut that for you!)

Only Build Your Site With WordPress.

When it comes to having a website, what a lot of people don't necessarily know is that most website designers don't even code at all. And that's thanks to CMS, also known as Content Management Systems. All the tech gibberish aside, what I'm getting at is that there's no reason to have a custom coded website…unless you absolutely need additional functionality that can't be solved by a WordPress plugin.

WordPress is a free, open source platform anyone can build a website off of. And believe it or not, over 33% of the internet runs on WordPress. Here is a [list of major companies](#) you're most likely familiar with who use WordPress for their websites.

There's a really good reason for this, and here it is: **WordPress is the best foundation for your website out of the box when it comes to SEO.** Because so much of the internet is made up of WordPress sites, Google and its bots understand WordPress sites and how to index them. And that's not the only reason you should be running on WordPress.

With WordPress, you can do edits to your website yourself once it is built. You don't have to pay your website developer a few hundred dollars (and that's a minimum!) to pay for an edit when something changes in your business.

Now I've had people ask me about site builders like Wix, Weebly, Squarespace, etc. Here's the deal with these platforms: they suck with SEO and lack features, functionality, and capabilities your business may need. You are actively handicapping your success and results if you are using tools like these.

I have hands down turned down many clients because I refuse to do SEO as a service with site builders, because I know the client isn't going to get

good results. I recommend staying away from these with a ten foot pole. If your website is currently built using one of these tools, don't worry.

WordPress is free and entry level hosting (which is all most small businesses need) starts at around $10 - $15/month. That's literally it! It's so affordable to have a proper website going nowadays.

The old proverb rings true:

"You can lead a horse to water, but you can't make it drink."

I hope that you will listen to my advice. In my experience (and this will resonate with you if you are an SEO reading this) there are two types of clients I work with. The ones who listen to my advice, implement it, and see great results. …Then there's the other people. We don't talk about those people. (Long story short, they never get results, continue to be frustrated, and never get anywhere with their businesses.)

If you're a business owner reading this, I can promise you it is worth spending the time and/or money switching to WordPress. It will 100% pay off for you and your company in the long term.

A Word For E-Commerce Website Owners

I know I said WordPress isn't optional. And it really shouldn't be. But if you have hundreds or thousands of products on a Shopify store, it's going to be more trouble than it's worth switching platforms.

If you find yourself in this situation, there is an easy solution. You can run a blog as a separate website using WordPress. You can create your site on a subdomain, or blog.yoursite.com. This would be a completely separate installation using your domain.

The goal is to use the blog content to bring people into your website who are searching for questions related to the products you sell. You can include calls to action in your content and have those lnk to your actual store or individual products. Throughout this book I am going to be talking a lot more about content.

Make sure to check out the Nationwide/Online SEO section of this book. It will be more applicable to your business. Shopify lacks in terms of SEO power compared to WordPress, but is an easy platform to get up and running with and selling products online.

Proper SEO Takes 6 Months To A Year To See Results.

Search Engine Optimization may not be the fastest marketing avenue out there for your business, but it 100% is the best for long term high return on investment (ROI). Out of any marketing method, SEO has the highest reported return. Patience is a virtue, and if you follow the processes outlined in this book consistently - you _will_ achieve results.

Have reasonable and realistic expectations, especially in the beginning. It's a slow climb uphill, but once you reach the summit it's a snowball effect from there. You need to be patient and stick with the game plan. The people who give up are the ones who lose the race!

Now keep in mind this rule isn't absolute - I've seen plenty of instances where people have ranked well before the 6 month mark, and even the 3 month mark. But that is the generally accepted average that most SEO experts in the industry swear by, and in my experience this is pretty accurate.

If you're an SEO provider, you need to make sure you are explaining this to your clients upfront on day one. If this expectation isn't established right away, you are going to run into inevitable conflict with your client when they feel like you aren't delivering on the promises you made to them.

He who can have patience can have what he will.
Benjamin Franklin
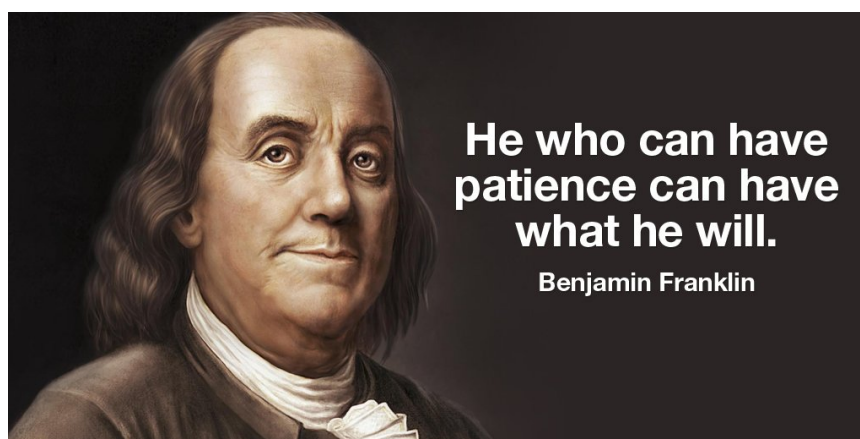
Track Your Results From Day One.

When it comes to business, you never want to be uncertain. Don't guess - we live in the modern days of the internet! Google has free tools you can use to track how your SEO is doing over time.

Make sure you add your website in both Google Search Console and Google Webmaster Tools (more on this in a later section.)

You can always look at Google Analytics to see how many visitors your website is getting over time. If that number is steadily increasing, you know your SEO efforts are paying off. If months go by with no user growth, it may be time to change your approach or examine what is going on.

Google Search Console gives you information about pages Google has indexed, what search terms your business and pages are showing up for, and if there are any user experience issues with your website. This is a handy tool to see what is going on with the health of your website as it pertains to search engines.

You can also check to make sure Google has indexed (seen) all of your pages on your website here. Sometimes, it's easy to feel like Google hasn't seen your content yet, which is why it isn't ranking in your mind. Trust me: been there, done that. Google Search Console stops you from driving yourself crazy and being your own worst enemy on many an occasion.

Finally, if you are a SEO provider, make sure to set your clients up with access to Google Analytics and sit down to show them how to use it. This has blown clients away when I told them "here's how to track the results of what my SEO is doing for your business." That kind of transparency shows you care about them and are doing good by them with your services.

Google's Algorithm Updates Don't Matter.

I hear the pitchforks and torches being picked up right now. Let me explain what I mean by this one. Many books, courses, blogs, and SEO teachers cover all of the past Google algorithm updates like Panda, Penguin, etc.

Here's the deal, and this is how I approach teaching you SEO: If you follow the guidelines, processes, and tips in this book, you won't need to ever worry about algorithm updates. What I'm teaching is tried and tested, and works in a way that Google likes.

The reason why these updates even messed people up to begin with is because they were focusing on blackhat SEO techniques, and as I mention in this book outsmarting Google or trying to cheat the system is only going to backfire on you. If you want the work you put in to stick and to continue feeding your website with SEO juice, you need to play the game by Google's rules.

Besides this though, it doesn't matter. It's boring, tech jargon that you don't even need to know *because it's in the past.* My job isn't to give you a history lesson, it's to teach you proven SEO tactics that will continue to work ideally for the rest of the time you run your business or perform SEO for clients. I just can't stand the "information bloat" as I like to call it in the Search Engine Optimization industry. There is so much focus on the wrong stuff.

We're focusing on practical, real world information you can implement in this book.

There Is NO "Magic Bullet" When It Comes To SEO.

I see this a lot not just in the SEO space, but in the marketing sphere as a whole online. People believe that there is some big "hack" or secret that the "gurus" aren't sharing with them. And they also believe that until they uncover this great ungodly thing, they won't achieve results.

I hate to break it to you, but 99% of local SEO is reviews and just filling out your Google My Business listing. 99% of online/nationwide SEO is writing 1,000+ word blog posts consistently over a long period of time. That's just how it is.

I don't make the rules, I report them. If there was a magic button I could push that would unleash the floodgates and send millions of visitors to my website a day - believe me I would do it! …But that's not how the world works.

You have to understand that proper SEO takes real effort, strategy, and following a process. Granted, knowledge gives you an edge. A lot of this stuff I had to accumulate over the years and combine from books, courses, podcasts, YouTube videos, discussions online, and the list goes on.

If the process seems too simple, this is what it takes. Likewise if it seems overwhelming, the same can be said. This book was written with a lot of different people in mind and I'm aware that many people will read this - a good portion of which are going to be at different skill levels.

Take your time, re-read if need be, and feel free to email me if you have any questions at gabriel@localrankninja.com.

Believe in the process. If you can follow it and finish every step, you *will* achieve results. But you need to follow through. Be an action taker and finish the race - that's the only way you win after all.

LOCAL BUSINESS SEO

This section is for small business owners who operate a local business that deals in a small area radius. If this isn't you, feel free to skip to the online SEO section later on in this book. There is some overlap, but this section has less than the online one.
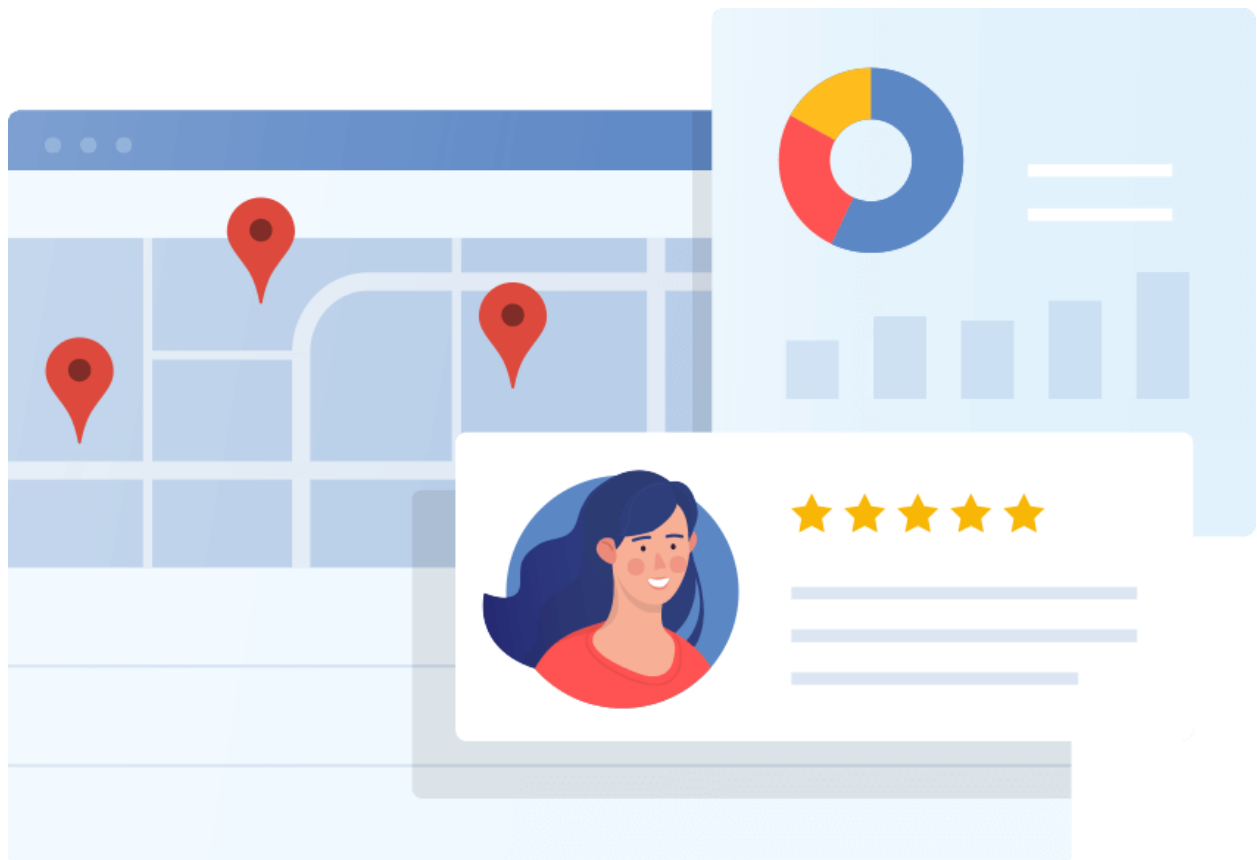
WHERE YOUR FOCUS SHOULD BE

I'm not going to sugar coat it: There's a lot to local SEO. It can be overwhelming for someone who is just getting started. However, I'm going to make things simple and easy.

You see, the way I operate is I focus on the things that are going to move the needle the most for your business ranking and prioritize those. That is how I've always approached SEO for my clients and my businesses - and I'm going to help you do the same thing for yourself. After reading this section, you will know exactly what to focus on to get the most ranking juice flowing through your website.

There's a lot of misinformation, misdirection, and misfocus in the SEO space. I want to prevent you from being misled and point you down the path to getting results the quickest. Luckily, some industry experts in the SEO space have pulled through a lot of data to determine the ranking factors that matter the most for local SEO.

We're going to be focusing on charts that can be found on Moz's report of the State Of the SEO Industry, along with Moz's Local Ranking Factors Report:

https://moz.com/the-state-of-local-seo-industry-report-2020/the-state-of-the-industry

https://moz.com/local-search-ranking-factors

You may have noticed that both resources are a few years old. Usually that would be a bad thing and I would never include them in this book, but here's why I did: **the factors haven't changed since then!** That's why Moz hasn't updated it on their website.

As a side note, if you aren't familiar with Moz - I recommend following their content. They are a widely considered industry leader when it comes to information on Search Engine Optimization. Make sure to bookmark their website as it is a great resource even the most experienced SEOs frequent often.

As you can see, Google My Business and Reviews are in the top 3 on both.

These need to be your focus in the beginning before you do anything else.

If you aren't aware, Google My Business is the free listing Google gives you that allows your business to show up in Google Maps. It is necessary to have your business listed there.

Before we dive into Google My Business or beginning any part of the SEO process, it's important to touch on how local search works.

HOW LOCAL SEARCH WORKS

When I say "local search", what I'm referring to is people searching for services, products, or businesses near them within a proximity distance. Google grabs location data and takes that into account during these types of searches. Anyways, let's talk about local search results.

Local search results are actually split into two parts:

As you can see, the top of local search shows **Maps Pack** results. In other words, Google Maps. You may also hear this be referred to as the "3 pack" in the SEO community.

This is why Google My Business is so important to optimize, as that is what gets you showing up here. Right away you may notice review stars on these three listings. Reviews are a HUGE ranking factor, and as we talk about in a minute - can sometimes make or break your SEO.

Below the Maps Pack results are the **organic** results. This is probably what you are used to seeing when you conduct a Google search. These are just websites related to the search phrase. Ideally you want to show up here and in the Maps Pack results. This is 100% possible, and if you play your SEO game smartly - you can dominate both with what I'm going to be sharing with you in this book.

We want to prioritize ranking in the Maps Pack first since that shows up at the top of local searches. This will be the very first thing we focus on optimizing for SEO.

As a side note, there is a third type of search result that can sometimes be found here: Google Ads. I had an adblocker active when I took that screenshot, so those aren't showing up in the example picture on the last page. That's because our focus in this book is on SEO, but know you can show up #1 there too if you have the budget and PPC (Pay Per Click) advertising knowledge.

I have seen quite a few businesses pull that off and literally dominate the first page in their cities.

Okay, so now that you understand the makeup of local search, let's talk a bit about how it works.

Google takes a lot of factors into account when a user is doing a local search. The words (search phrase) that the person types in determines if Google's algorithm thinks they are doing a local search or not. For example, words like "near me" indicate to Google this is a local search.

Besides just the keywords, proximity is also something the system looks at. If someone is looking for a type of business near them, they most likely don't want to travel 100 miles. Just by being closer to the customer, sometimes you can show up first alone. There are exceptions to the rule, and Google will push you out further by following the SEO process outlined in the upcoming chapters.

Businesses with a higher review average rating are going to be pushed to the top more as well, and number of reviews also pops results to the top 3. This is why having reviews is so important. Besides just pleasing Google, people want to see that you have a lot of positive reviews. This builds trust and authority with prospects.

Organic results do take proximity into account, but they also look more at factors that would be important for online/nationwide SEO (see that section of the book for optimizing to show up in the organic section.)
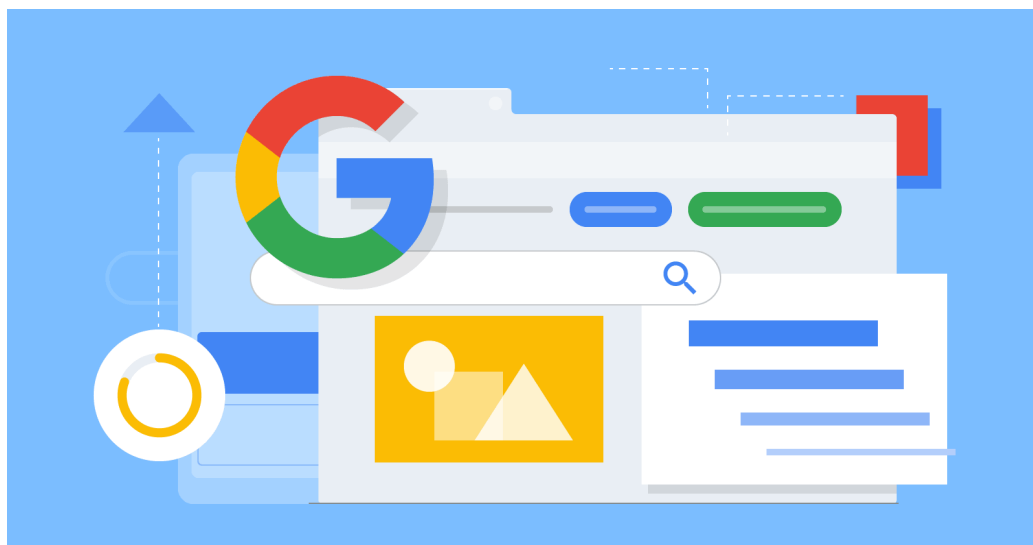
DAY 1: CREATING GOOGLE MY BUSINESS LISTING

Welcome to day 1 of the local SEO process! It's time to jump in and get cracking here. The first thing we will want to do is to create a Google My Business listing.

This can be done by heading over to https://google.com/business, or by typing in "Google My Business" into well, Google. You should see a page that looks like this:
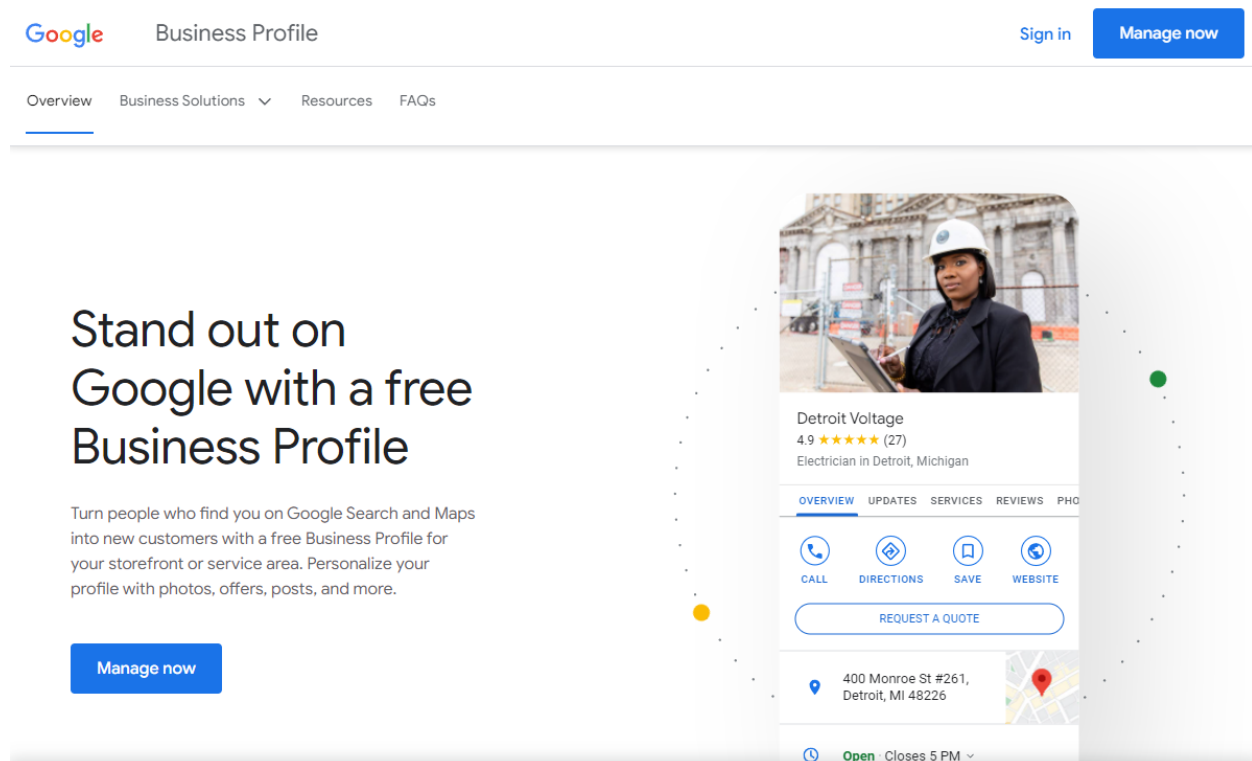
Click on the "Manage Now" button and it will redirect you to a sign in prompt. If you have a Gmail account, you already have an account for this. If not, go ahead and create one (it's free to do.)

Once logged in, you will be prompted to search for your business, or add it to Google. If you already have a Google My Business listing, this will not come up for you if you are logged into the right account. Make sure to do a search to make sure someone else hasn't made one.

I've worked with clients before that have been in business for a while. Users had gone to Google Maps and hit the "suggest a place" button via their business address. Because of this, a Google My Business listing was in fact in place - they had just no access to it.

If you find yourself in a situation like this, you can claim your listing after searching for it. Google will send you a postcard with a code that you can enter to verify you are in fact at that address.

Here is a big hack I am going to be sharing with you in this book: **Put the keyword of your primary service or product in your business name!** This is one of my favorite SEO secrets that I've used to absolutely crush it for my clients and my own businesses. You see, Google is very smart but also very stupid.

When it comes to relevance, or the context of a search - Google is still made up of computer algorithms. It isn't human, and we can take advantage of this. In my experience I have found that putting the keyword in the business name makes a HUGE difference when it comes to your SEO overall.

What do I mean by this?

Let's use an example. Suppose I run a construction company called Miller Development. This business makes most of its money from home renovations.

(As a side note, I don't know anything about construction so forgive me if you are in that niche if I butcher construction lingo.)

Anyways, I want to make sure I am showing up for searches on home renovation no matter what. I have an immediate problem that's going to handicap my SEO. **Nobody is searching for Miller Development.**

Instead, these are the types of searches prospects in that market would be typing in:

- home renovation near me
- home renovation cost
- home renovation contractors

You'll notice all three have the service keyword in it, along with an additional word or two. This keyword NEEDS to be in our business name, as essentially can get Google to match us to these searches simply because we have the word in our Google My Business listing title.

If you've been in the SEO space for a while, you'll most likely know that it's not difficult to show up for your own brand name searches. This usually happens automatically if you have most of your SEO bases covered over time. When someone types in your company name, you show up along with some of your citations and social media profiles.

I've had businesses start to rank that I've worked with way too quickly by using this name hack.

So, how do we implement it?

Simply put the name of your business in, followed by the keyword in parentheses. So for my example it would look something like this:

Create profile

Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name*

Miller Development (Home Renovations & Contractor)

Miller Development (Home Renovations & Contractor)
Create a business with this name

You can change and add more later

By continuing, you're agreeing to these Terms of Service and Privacy Policy

Next

As you can see, I have entered "home renovations" and "contractor" - two terms people are typing in while searching for a provider for this service. I still have my business name, but now I am also building relevance for these search phrases and keywords.

Make sure to select something for category. If you don't see your business category that is fine and happens sometimes. Try to select the closest thing it is to what you do. Once this step is finished, you can always come back in and select a different one.

Once filled in your form should look like this:

Go ahead and click on the blue "Next" button.

Now it's going to ask you if you want to add a location. Here's the thing with location: **it's necessary if you want your local SEO to perform well!**

I've gotten a lot of pushback from clients who didn't have a location, but traveled in their area. Google does have an option for this, and it's called a

"service area business." The issue with this is that these types of listings do not rank well at all. You don't want to handicap yourself.

Even if you are working out of your home, or are a mobile business - put an address in. Now why am I suggesting this…? This is due to something called NAP.

You may have heard NAP be thrown around in the SEO space online before. NAP stands for name, address, and phone number. You see, Google wants many mentions of your business along with your address and phone number across the web. (We'll be covering this later on.)

If you don't have an address, this cripples citations and these mentions. If all you needed was name and phone number, the acronym would be NP instead of NAP - but it's not. Don't be one of those people who doesn't do what it takes.

At the end of the day it's on you - but remember this: If you do what I teach, you get the result. If not, you don't get the result. It's as simple as that.

One of the common objections I get is: "what if people show up at my house?"

You can specify in your description on Google My Business that you are by appointment only, as well as on your website. Additionally, you can hang up a laminated sign that says "by appointment only" on your door. This can include your business name and phone number, along with a notice to call you if they want to schedule one.

It doesn't cost a lot to get something like this made. Most print shops or office supply stores can make you a little sign like this for under $20. You can tape it to the door if you are worried about people showing up out of nowhere.

After a few more prompts, it will ask you to specify a phone number and website address for the business. Make sure to fill this out correctly and hit Next.

Now it will ask you to mail out a postcard to verify that you own the location. This is done to prevent spammers from registering bogus businesses on Google. Go ahead and type in your name, before hitting the blue "Mail" button:
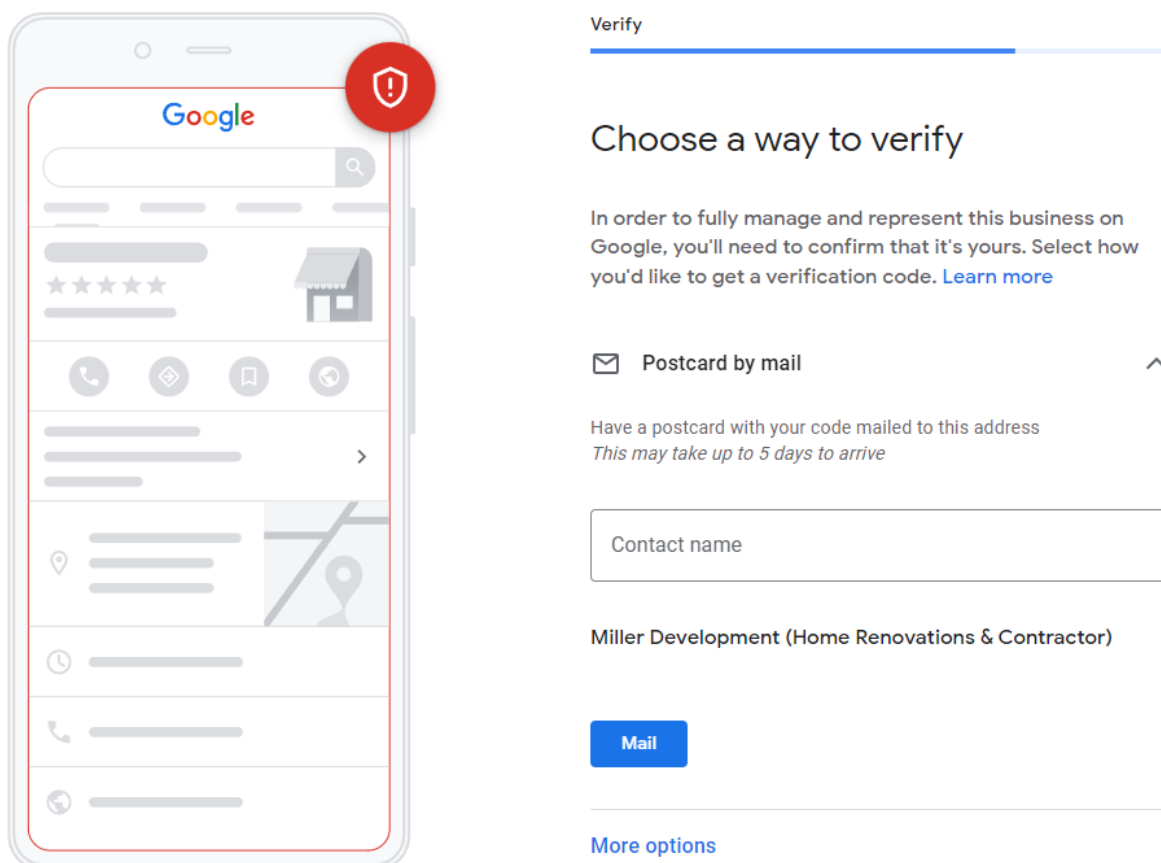
After this, it will also ask you to add your services. You can always add more from inside the Google My Business dashboard once the setup process is finished.
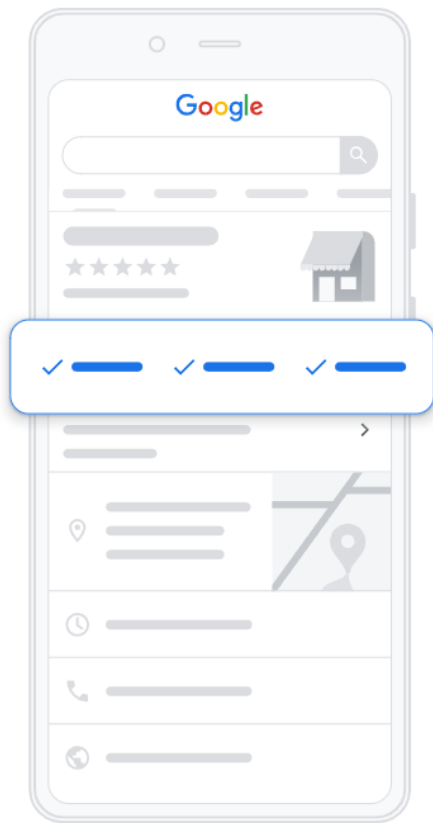
Next, it'll ask you for the hours of operation for your business. Make sure to specify this and click "Next" yet again.

If you get a prompt asking to turn on messaging and accept messages, make sure to select yes. This is a relatively new feature that Google has implemented, where customers can instant message your business listing. These notifications can show up in your email and inside of your Google My Business dashboard.

In my experience my clients and my businesses don't get messages here a lot, but every once in a while some come in. Google likes this, and it does make you more accessible for users.
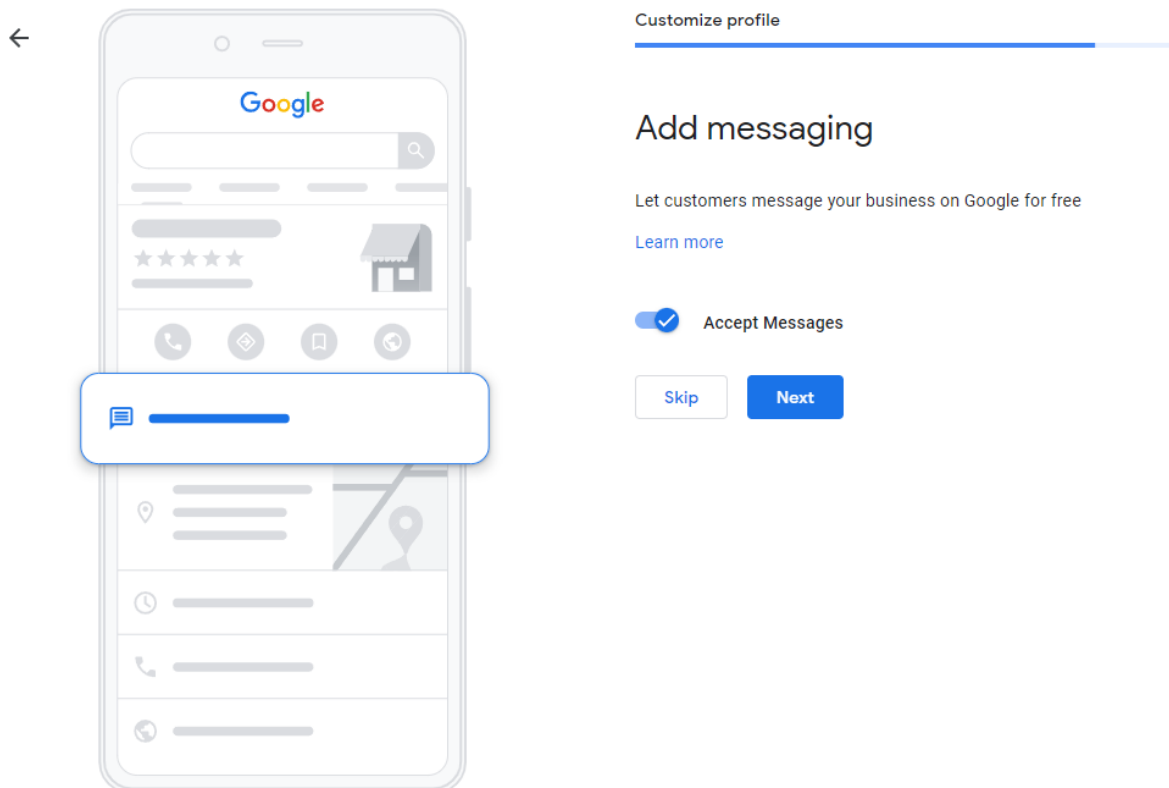
Now it's going to ask you to fill out a description. This is really important and we're going to spend the largest amount of time during the setup process here. Your listing description can really be utilized to build relevance for keywords and related search phrases.

It's also really important to include your business name here as well.

Don't be one of those people that fills this out in corporate speak. The key to a successful Google My Business description is to fill this out as if you were talking to a friend casually. This makes it easier to read and will be refreshing in the eyes of your prospects.

The golden rule for the description section is this: Include at least 5 keywords of services or products your business offers

Additionally, make sure you include your city/area name here as well.

Here's the filled out description section for this example business:

Miller Development offers construction services in the Buffalo area. We excel at home remodeling & renovation, concrete construction, and doors & windows installations.

We've built over 100 builds in the city of Buffalo. With over 10 years of excellent service, we're the go to choice if you want something built right.

This description clocks in at 321 words out of the 750 Google gives you for maximum length.

Customize profile

Add business description

Let customers learn more about your business by adding a description to your Business Profile on Search, Maps, and other Google services.

Learn more

renovation, concrete construction, and doors & windows installations.

We've built over 100 builds in the city of Buffalo. With over 10 years of excellent service, we're the go to choice if you want something built right.

321 / 750

Skip   Next

I've seen a lot of people in the SEO space teach that you need to hit a certain character count when it comes to the Google My Business

description. In my experience length doesn't matter, as long as you have met the guidelines I mentioned earlier. You don't want to stuff this thing with only keywords.

Make sure that your description also flows naturally and doesn't look like it was written for just SEO. Real humans *will* look at this when people search and find your business.

In the next part of the listing setup process, it'll ask you to upload photos of your business. We're going to do this later so skip this for now. Photos are really important but certain photo categories are only unlocked after you verify your listing.

Finally, it'll ask you to advertise with Google Ads. Go ahead and skip this one. While Pay Per Click (PPC) advertising can be great, that's not the focus of this book.
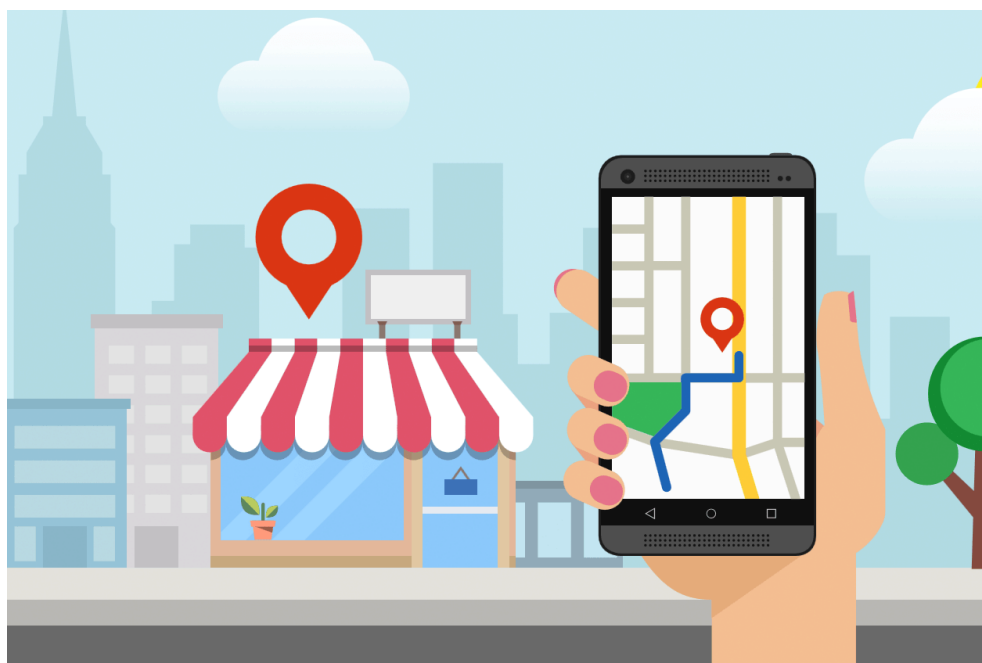
Once you get through the setup process you should reach a screen that looks like this:
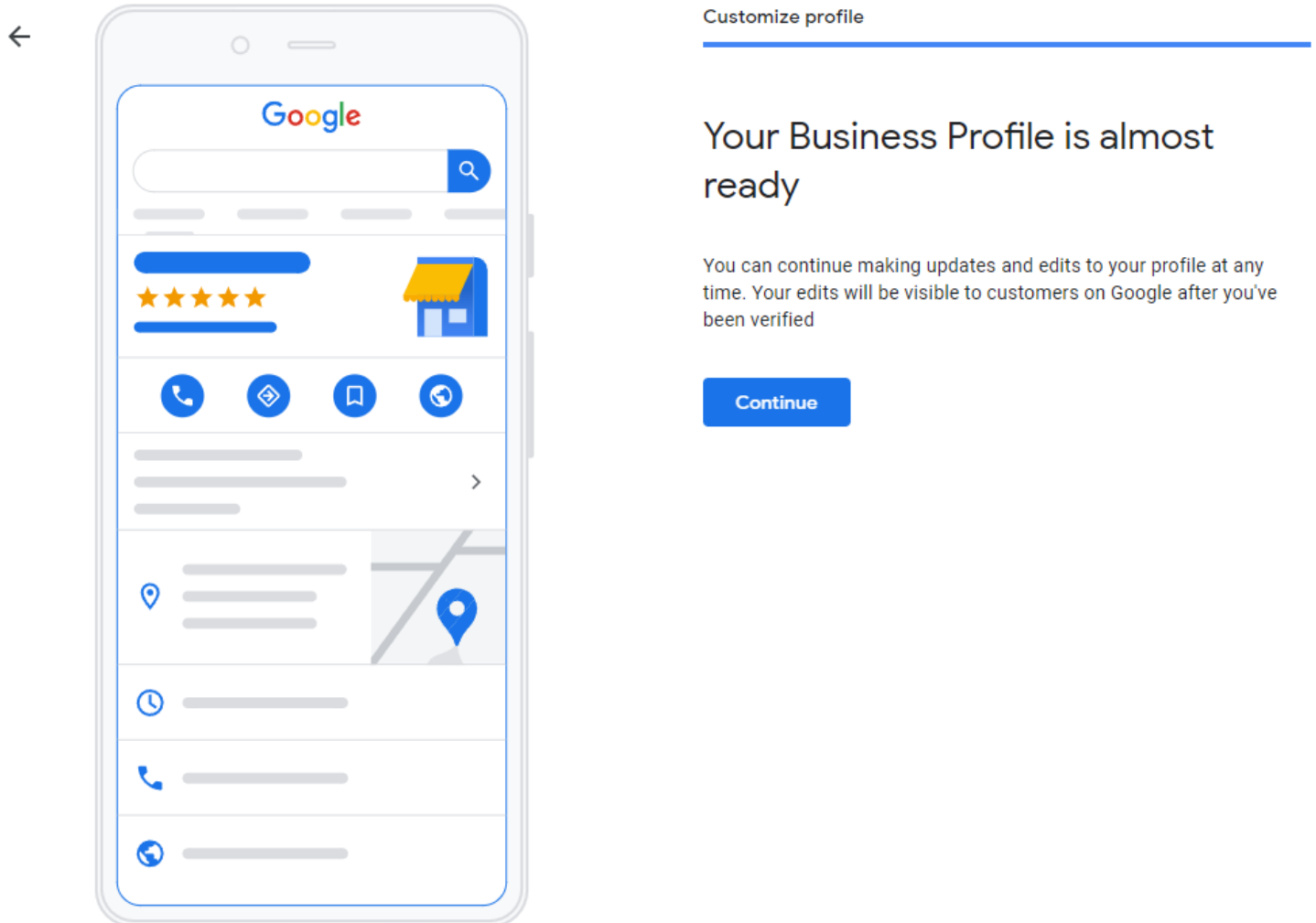
Go ahead and click on "Continue". Congratulations, your listing is now set up! The great thing about this setup process is you only have to complete it once.

While we do have to wait to get the verification postcard in the mail, there's still a lot we can do while we wait. That's what we're going to be doing next.

DAY 2: FILLING OUT ALL THE LISTING INFORMATION

It's time to optimize our Google My Business listing. There is no point in waiting till you get the postcard to fill out the sections you can right now. You can log in to the dashboard at https://google.com/business.

You'll notice it shows that your listing is pending verification and when the postcard was mailed:
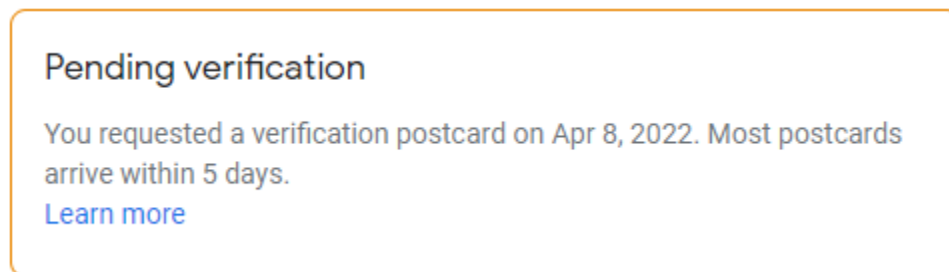
You'll notice that there are many tabs on the far left. We're going to start filling this out. Click on the "Info" option (the third one down from the top.)

If you followed along in the previous chapter, you'll notice a decent majority of this has already been filled out. Things that are left we need to add are:

- Products
- From the business attributes
- An opening date

We're going to do Products last since that's actually on a separate tab inside of Google My Business. "From the business" is the section we want to fill out. This section may seem useless, but filling this out completes your listing and puts you ahead of competitors who have not done this.

Make sure to check any that apply to you with the screen that pops up. Appointment required is a great option to select if you run this business out of your home or on the go. If you have a wheelchair accessible entrance, you can specify that here. Additionally, online estimates is a good option to select if you answer questions about price on your blog or via live chat on your website.

Once finished, click "Apply" to add these Attributes to your listing. Here is what mine looks like once completed:
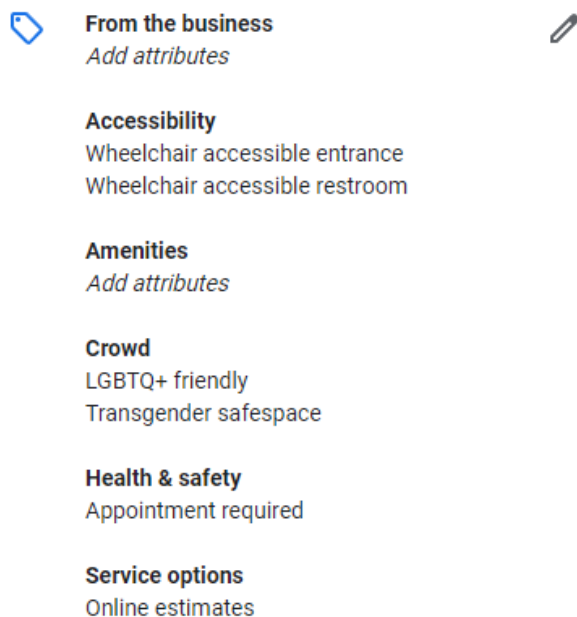
One section down, only a few more for this stage. Filling out your listing barely takes any time at all and will do wonders for your SEO in the long term!

Now we're going to add an opening date. This is simply the year and date your business first opened. If you're like me, you don't pay attention to dates or don't remember this. It's okay to be off by a bit. If you don't know just estimate around when it was and put that in.

Opening date

Enter the date you first opened at this address, or
will open. This helps customers notice your
business. Learn more

2022   April   ▼   2   ▼

Year and month are required

Cancel   **Apply**

Please note: Customers will see your edits after you
verify.

Now it's time to add Products. Click on the "Products" tab on the left. Go
ahead and click on "Get Started" to add some products. You'll notice it asks
you for a name, category, price, and description. Make sure to add all of the
core products you offer.

If it's too many to add, I would add at least your 5 best selling or most
popular ones. If you are a service based business, you'll want to skip this
step and add your services under the "Services" tab instead.

My example business is a service based one so I'm going to go ahead and
head over to "Services." Some of the ones you added during the initial
setup should be here. For now I'm going to make sure I have all my primary
services listed.

You can also add a separate business category. I don't recommend this
unless it's absolutely necessary. Google My Business listings rank best
when tight relevancy is built around specific keywords, products, and
services.

Once done, there's only one thing left to fill out. Head back to the "Info" tab and select "Add service area". This may bring some confusion as earlier I said not to do a service area business.

What I meant by this was not to use that as a listing type. We can still specify what areas our business services within a location. This helps Google understand location relevance and ensures you show up in neighboring suburbs and sections of your city or area.

I've specified all the different sections of my city in this example:

Service area

Let customers know where your business provides deliveries or services

Search and select areas

Manhattan, New York

Tonawanda, NY, USA ✕

Kenmore, NY, USA ✕

Buffalo, NY, USA ✕

North Tonawanda, NY, USA ✕

Clear service areas

Cancel   **Apply**

Once this is filled in click on "Apply" to save your changes.

Boom! Our listing information has been added successfully! You are done with day 2 of the local SEO plan.

DAY 3: BUILDING A SYSTEM FOR CONSISTENT REVIEWS

Before we can optimize the rest of our listing, we will need it to be verified. It takes around 5 business days for the postcard from Google to arrive. In the meantime, we can do some groundwork to take care of another one of the biggest factors to local SEO: **reviews**.

While reviews aren't entirely in our control, there's a lot you can do to ensure you get them. Firstly, you need to be asking every single customer that comes in the door to leave a review. If you have a team, make sure to go over this with them.

Besides just asking, one of the biggest hacks that works for me and my clients is using a "leave a review" sheet. With every invoice or receipt we will attach a page that asks them to leave a review with a link to do so. I highly recommend this. You might as well do it and it will make a world of difference for your ranking in the long run.

I would also add a note in your email signature asking them to leave reviews. Between this and the invoice attachment, you can even forget to ask people to leave reviews and have them still come in automatically.

In [Local SEO Shuriken](#) I share my proven "Leave A Review" template that has led to thousands of reviews for me and my clients on Google.

DAY 4: BUILDING CITATIONS

The next element that makes the biggest difference we have control over is citations. There are submissions of your business to directories and places across the web. The way Google sees it, real businesses have their data aggregated and submitted on a select number of websites.

Omnicore has a great [list of citations](#) that move the needle the most. Ideally you will want your business to be submitted to all of these. Citations can be a time-consuming process and take around 5 - 15 minutes per listing. With hundreds of them, it can be overwhelming and a time sucker.

I recommend one of two options when it comes to citations for local SEO.

- A. Outsource them
- B. Pay for a service like Yext

[Whitespark](#) has been my go to for a long time as they provide excellent services and get the job done right. They are well known in the SEO space and have been consistent for years.

[Yext](#) is a service that is very expensive but allows you to update and edit all citations from a single dashboard. It's mainly geared towards agencies and starts at $500 a year if you want to manage all available citations. I don't recommend this option unless you are an agency, in which case you are better off using their reseller partner program since you can get better pricing for your clients and also make a bit in the process.

Another option would be [Fiverr](#) but I don't recommend it due to a low quality of service. Cheaping out is never the right answer if you want real results. Only use this as a last resort and make sure to filter sellers well.

When I explain citations to business owners, the biggest pushback I get (and this is 100% understandable) is: "but nobody uses websites like YellowBot!" Let's be real: This is correct. The goal of posting on these websites isn't to get traffic - it's to get SEO juice from the links they provide.

It's important to understand the **why** here. The reality is that your competitors most likely are listed on these websites, and if you want to rank you are going to have to be on these platforms too. Citations are only a one time thing, and once done you won't have to worry about updating them ever again.

The only exception to this is if your business ever moves locations to a different address. If citations of your business exist with an invalid or incorrect address, this will hurt your SEO until you fix it. It's best to understand this and be prepared to update your citations if that happens.

Yext is the easiest option in a situation like this. A lot of the citation websites and business directories are impossible to get a hold of. I've even tried mailing letters in the past for my clients, and they have come back with "incorrect address" marked on the envelope even though that was the address they had listed on the website. Some of these services won't update unless they get the information from Yext if it's an existing listing.

DAY 5: ADDING PHOTOS TO GOOGLE MY BUSINESS

By now the postcard should have arrived from Google. If not, feel free to skip and finish some of the steps after this section before coming back to this. We need to make sure we have all of the core elements in place with our Google My Business listing before taking care of anything else.

Starting with Photos, it's time to bring some color and imagery to our listing. Click on "Photos" on the left column and you will find yourself in the Photos dashboard. From here, we can upload images for our business.

The first thing we're going to do is upload our logo. You'll notice there are a bunch of tabs at the top. Select "Identity". You can upload a cover photo and a logo here. Starting with the logo, browse to your company's logo and upload it by clicking on the blue plus icon.

Once you have added your logo, it's time to add a Cover photo. Google My Business wants an image size of around 1080 by 608 pixels. You can use a [Canva](#) to resize an image for this. I've found that the best types of images to use for Cover photos are a big stock photo of your primary product or service, or a picture of your team in front of your business location.
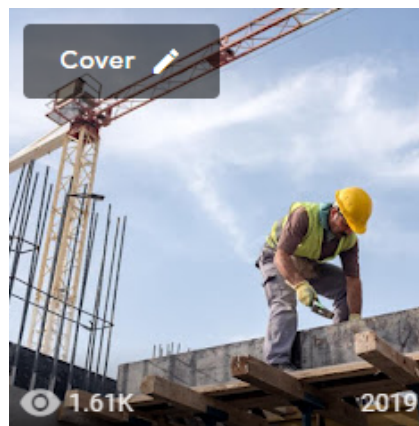
It's really important you upload a photo of your team to the "Team" tab. If it's just you, upload a professional photo if you have one. Prospects like seeing who they are doing business with, and you will get more calls and business if you have team pictures added.

After uploading your team photo, it's time to add some other essential images. You want at least one photo of the interior and exterior of your business. If you work out of your home, simply showcase your workspace. I've done this in the past when I first getting started and it worked out well.

I know this part of the local SEO process requires a lot of photo taking and uploading, but it's crucial if you want to rank in Google. You don't need a fancy DSLR camera to take these photos, you can use the camera on your smartphone and still take decent enough pictures to upload. If you want the results, you will do what it takes to get this step done.

Once your images are uploaded, we're not done. Once we get through the day by day SEO process, you will want to upload an image every day. One of the keys to outranking the competition is actually uploading more photos than them. Google My Business shows you image statistics under the "Insights" tab.

There is a direct correlation between how many times your listing gets seen and the number of photos you upload. Your competition will get seen the more images they have…so what are you waiting for? Remember: Google makes the rules. We just need to play by them. (And the good news is: your competition most likely has no idea about 99% of them!)

Anyways, back to the "Insights" tab. If you don't have a lot of photos, you'll probably see something that looks like this:
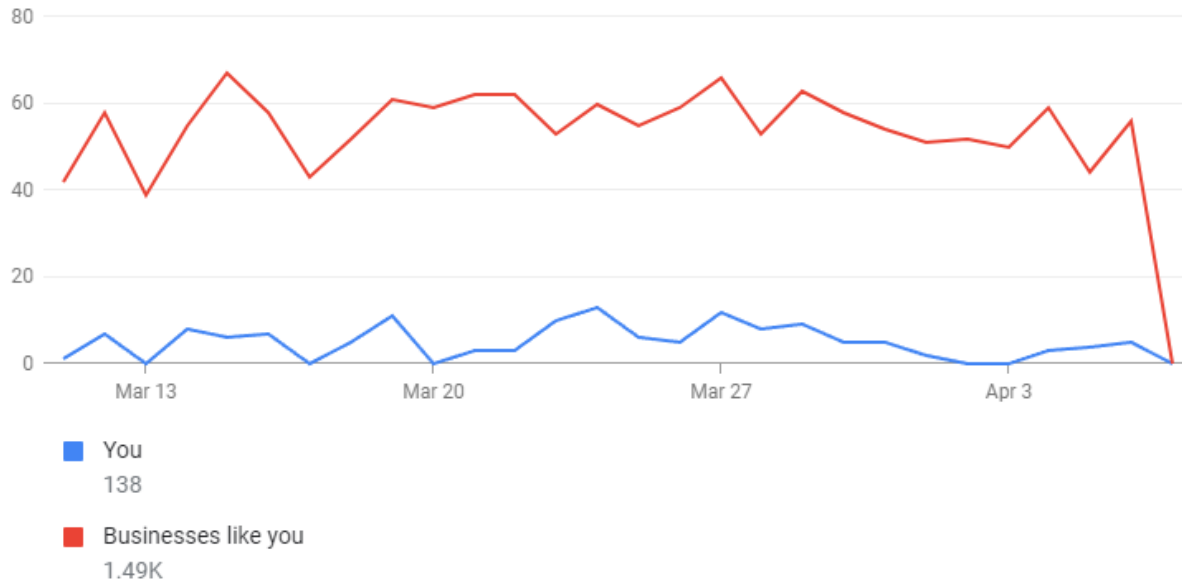
Uh oh! This example listing is in a bad place! The competition has **10 times** more results than us - and that's from photos alone. I can't stress how underrated Google My Business photos are in the local SEO space. Experts don't talk about this enough, and sometimes adding more photos alone will skyrocket you to the top of search.

So moral of the story: Don't stop adding photos - ever. Make it a daily habit to snap and upload one photo. It only takes 5 minutes, and will make an INSANE difference over time.

Try to make sure your photos showcase the things you want prospects to see: your products, the inside of your business, your process…this is your chance to convince them to give you a try.

DAY 6: POST TO GOOGLE MY BUSINESS

A lot of people don't realize this, but Google My Business has an option to publish posts to your listing. Think of this like social media posts. Anytime you post content on social media, it should also be published here. Just like with photos, we want to be posting frequently to keep adding fresh content to our listing.

Go ahead and click on the "Posts" option in the left hand column to navigate to the posts section of the dashboard. Here, we can share what's going on with our business. Now before I go any further, I need to specify something extremely important:

Don't sell with every post!

I have a news flash for you. Nobody wants to read promo post after promo post. Yes, some of your posts can promote products, services, or deals going on in your business. But by sticking to only advertising your business, you will isolate potential customers - and fast.

Here's the golden rule of thumb: **only publish a promo post for every 4 other non-promo posts you have posted.**

Your content should be informative and helpful. If you've published a blog post or content on your website, you can share it here. Additionally, you can show what is going on with you and your team. Showcase a project you are working on. People like seeing this kind of stuff and it makes you feel more real to them.

When you do post an advertisement, don't write in corporate speak. Keep it simple and exciting. Coupons are a great way to do a promotion that can

get people excited. Consumers and shoppers *love* getting a good deal when they can.

You can design some cool looking coupon images using Canva without spending a dime. I recommend doing a percentage off deal for a limited time. Urgency can increase the effectiveness of a promotion post. While you're at it you might as well post this to social media too. There's no harm in getting the word out.

If you're having trouble coming up with ideas, here are some I have done with clients that have worked really well:

- A new product or service being offered
- Showcase of a project in the works (insider's look!)
- Show the before and after of working with a client
- Announce a free event - host a workshop for prospects
- Share tips or knowledge about products in the niche
- Demyth a common misconception in your industry
- Talk about a lesson you've learned running your business
- Tell a story about your business, products, or services
- Now hiring - and what you are looking for
- Share photos of your team at work
- Publish a case study - let the numbers speak for themselves
- Introduce a partnership or sponsorship in the community
- Share industry statistics
- Explain a service in basic terms that often confuses customers
- Answer questions in a FAQ (Frequently Asked Questions)

These are 15 proven ideas that will move the needle and get some engagement going with your Google My Business posts.

Remember: This is about capturing the attention of your prospects without selling to them for 95% of the time. Showcase why you are the best.

DAY 7: ADDING PHONE NUMBER TO THE TOP MENU

This is a big "hack" I've used time and time again to increase calls to all businesses I've worked with where it was a goal. If you don't have your phone number as a clickable item in the top menu on your website, you are losing calls and customers! This is HUGE and quickly becoming an important "must" when it comes to your website.

To do this, we're going to need a plugin. Pop into your WordPress dashboard and head over to "Plugins" in the left column. Then go to "Add New". In the search box type in "Menu Icons by ThemeIsle".

Click "Install Now" and then "Activate" once it's done. After this, head over to Appearance on the left hand column, and then go to "Menus". Select your primary website menu and click on "Custom Links" in the left pane.

It'll give you two boxes for this type of menu item. In URL put tel: followed by your phone number with no spaces. An example of this would be:

tel:7162454607

What this does is it makes this a working phone link. Users on mobile can tap on this and it will automatically open up in their dial pad. If they are on PC it will try to open if they have an app they use to cal like Skype.

For "Link Text" put your phone number in a format you would want it to be seen as on the web like this:

(716) 245-4607

Then click "Add to Menu" to get it into your website's menu.

Ideally you want this as the button on the most far-right part of your menu. Make sure to click and drag it so it's the last item in your menu. Now it's time to use that plugin we installed to add a phone icon onto this button.

Click the little down arrow on the menu item to toggle a dropdown. You'll notice there is a "Icon" option with the word "Select" next to it. Click on that and a window will pop up that says "Dashicons". Type in "phone" in the search box located in the upper right.

Select the phone one and choose "Before" for the position dropdown. Once done, click "Save" to implement the changes. Click "Save Menu" on the menu screen. Now if you go to your website your phone number will be more visible to users and calls will come in more frequently.

As a side note, some WordPress themes will allow you to change the color of this button to make it stand out from the rest of your menu. This is a good idea and I highly recommend doing this. Your desired call to action should always pop out of the page.

For example, guess which menu option is my call to action on my Local Rank Ninja site:

If you guessed "SEO Blueprint" - you would be right!

The key here is not to make it ugly, but make it pop out from the background. Choose a good contrasting color.

If your WordPress theme doesn't allow you to do this, it is a tad complicated but there is a great YouTube video guide by tipswithpunch.

SWITCHING TO ON-PAGE OPTIMIZATION

Now we've done everything necessary to begin ranking locally outside of optimizations on our actual website itself. The next part of the local SEO process is to do work on our website. These steps overlap with what I am going to be covering in the Nationwide/Online SEO section.

Feel free to skip to that part of the book now, but before you do I want to mention one important thing. Before that section, you will find several checklists. These mention what to do on a daily, weekly, and monthly basis for local SEO. Make sure to come back to this section and follow these once you finish following the initial SEO process.

My goal is to push you towards success and provide all the resources you need to succeed. This book should serve as your compass on your local SEO voyage. This formula has worked for myself and hundreds of business owners I've worked with.

If you follow the process, you get results. At the end of the day it is up to you. It's your business and life. I say all this because as a quick side note, I used to be in the "make money online" niche. If you are familiar with my story you already know this, but long story short is that I quit that niche for a reason.

I'm not here to sell products that just make me money. I want to provide real value to you and give you something that works, and more importantly can change your business and life. The money comes second to me.

One of the things I learned in that niche was that there were a group of people called SIBs (Serial Information Buyers.) SIBs bought course after course, but never took action on the information.

They confused the act of buying with taking action, and as a result never got results…well, for themselves. They certainly got results for the big "gurus" though! After all, they basically funded their businesses instead of their own by buying every rehashed product they released.

The reason I am telling you all of this is this:

Don't be a SIB. Take action on this information and get results! You can do it, I did this stuff at 17. It's just a matter of following the process step by step and doing it.

By completing this first section of the book, you are already halfway there. All that's left is optimizing your website and publishing consistent content! We're close to only having to spend 30 minutes a day on SEO and achieving amazing results - don't fall short now.

I want to encourage you to keep taking action and the good news is this: You already made it farther than 99% of the people who have bought this book. You have separated yourself from the herd as an action taker, and that is what is going to enable you to win.

If you have any questions or feel overwhelmed, don't hesitate to reach out to me by email at gabriel@localrankninja.com. I am in your corner and don't mind helping out. Now with that said, let's dominate Google and begin optimizing your website!

THE LOCAL SEO CHECKLISTS

The following page contains the daily, weekly, and monthly checklists for local SEO. The Nationwide/Online SEO checklist also applies and that contains more steps. Once your core SEO is done the rest is smooth sailing. Local SEO should only take you 30 minutes to an hour per day once you have everything in this book implemented.

A Quick Note: Yes, you may have noticed right away that these checklists are short. That's because 99% of the SEO process should have been done by this point. Every other checklist in the book should have been followed before proceeding to these.

In the beginning of this book, I promised this process would only take 30 minutes a day. I stick to that, and present you with the easy yet proven daily, weekly, and monthly checklists to keep gaining traffic, leads & sales with SEO.

DAILY LOCAL SEO CHECKLIST

☐   Post a photo to Google My Business
☐   Check Google Analytics
☐   Respond to any reviews inside Google My Business

WEEKLY LOCAL SEO CHECKLIST

☐   Post 3-5 times to Google My Business

MONTHLY LOCAL SEO CHECKLIST

☐   Check Google Search Console for any errors
☐   Run a broken link check with Broken Link Checker plugin

☐   **BONUS:** Backup your website with UpDraftPlus plugin

ONLINE/NATIONWIDE SEO

This section is for businesses that primarily operate online. This could be an ecommerce store, digital products business, or affiliate marketing. Even if you are a local business, some of the strategies and information I will be laying out in this part of the book can still help boost your SEO.

DAY 1: INSTALL YOAST SEO
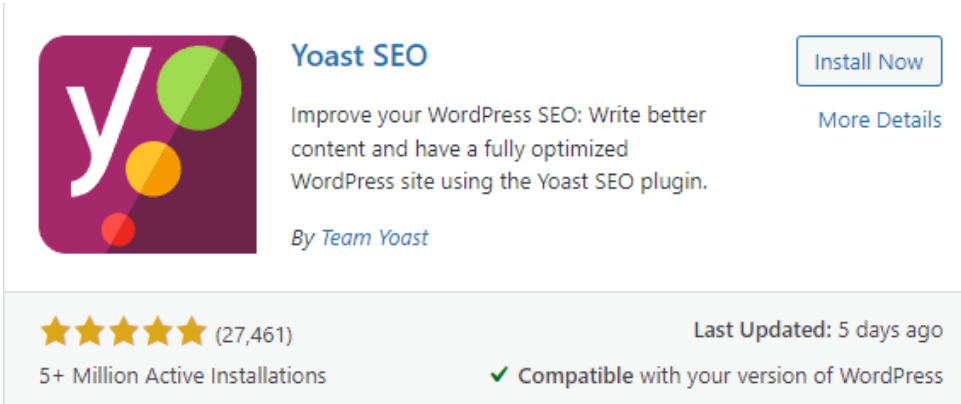
Yoast SEO is a free plugin for WordPress that we are going to be using to optimize our website and content to rank. It allows you to specify keywords and phrases for each page and post on your website. It also can create a sitemap which we will be submitting to Google later on in the book.

I often get asked about whether it is worth it to pay for the premium version of the plugin. The premium version doesn't really do anything that makes it worth paying for in my opinion. Some of the largest websites in the world that have millions of monthly visitors from Google organic results don't use SEO plugins.

Despite that, the free version does some useful things and we will be using it to optimize our content for relevancy.

Alright, it's time to install it. Select "Plugins" on the left hand column of your WordPress dashboard. Click on "Add New" at the top. Then, type in "Yoast" into the search box in the upper right.

Click on "Install Now" next to Yoast SEO:

Once installed, the "Install Now" button will turn blue and will now say "Activate". Go ahead and click on that. Yoast SEO is now installed!

There's one more step we have to go through, and that's to run the initial configuration. On the left hand column inside your WordPress dashboard there should now be an option that says "SEO" with a little Yoast logo:
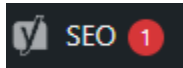

After clicking on it, there will be an option to configure Yoast for the first time. Click on "configuration wizard" to begin. Run through the setup and enter all the information it asks you. I'm not going to detail it here since Yoast updates this on a regular basis.

The important bits you want to make sure to add is your business information, logo, and all of your social media profile links.

Once complete, it will pop up with a screen that will ask you to register and enter your email. You can just skip that step.
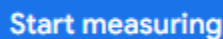
Yoast SEO is now 100% setup and it's time to continue the SEO process!
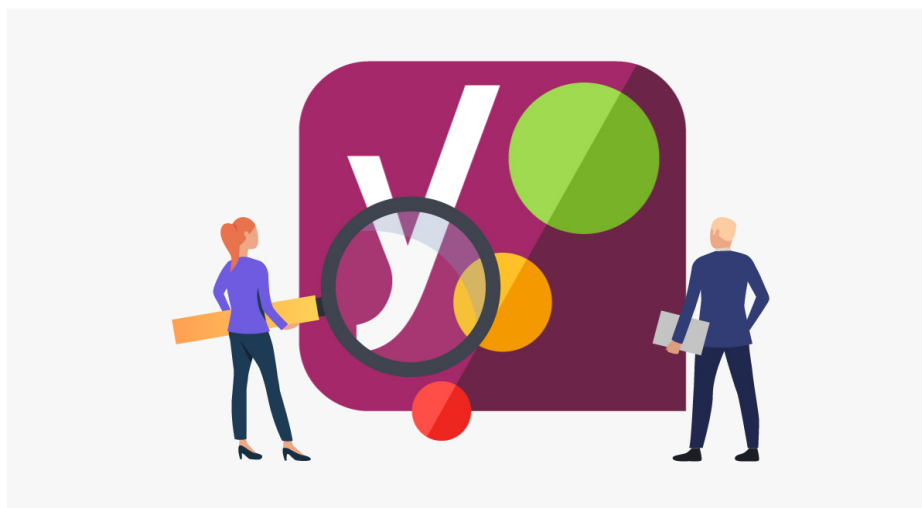
DAY 2: SETUP GOOGLE SEARCH CONSOLE & ANALYTICS

Google has two useful tools that are important to set up. Google Analytics helps you track progress and see how much traffic you are getting to your website. Google Search Console allows you to check if Google has any issues with your website. Both are free and only take a few minutes to set up.

Starting with Google Analytics, head over to https://google.com/analytics and sign in. If you are new to Google Analytics there will be a blue "Start measuring" button. Click on that to get started.

Start measuring

If you've already used Google Analytics in the past, you'll have to add a new account and property. Click on "Admin" in the lower left hand corner.

Admin

Click on the blue "Create Account" button to begin. For account name you can put in whatever you like. I recommend your business name for this one. Uncheck all boxes (Google products & services, Benchmarking, Technical support, and Account specialists) then click "Next".

It'll now ask you to enter a Property name. Call this the name of your website, if it's the same as the name of your business that's fine. Select your time zone and then click on "Next".

Select the category of your industry. If you don't see an option that is what
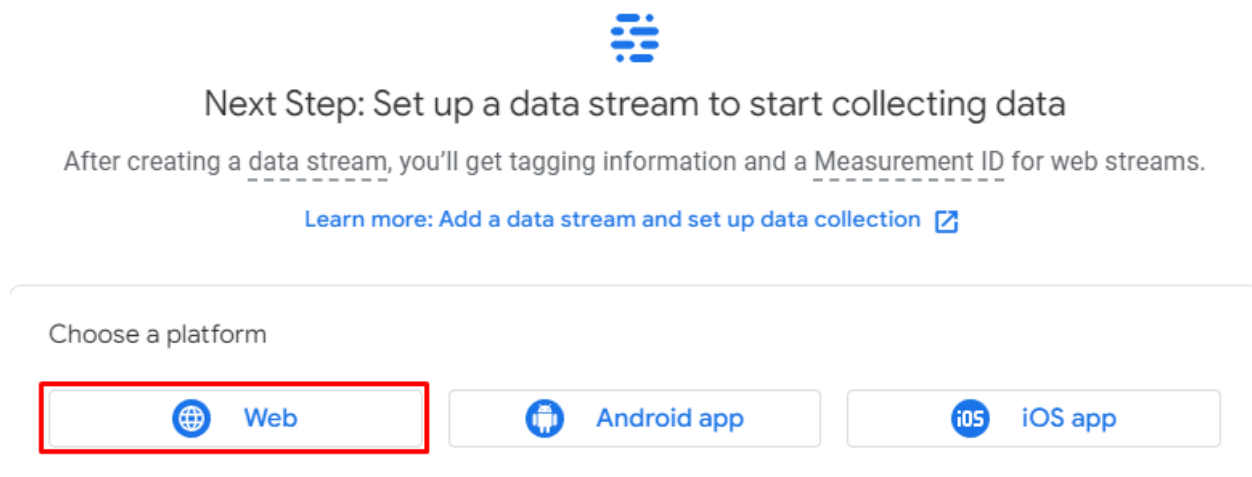
you are looking for, try to pick the closest thing you can find. Choose the size of your business, and then click everything you plan on measuring.

The options I usually check here are:

- Measure customer engagement with my site or app
- Optimize my site or app experience
- Optimize my advertising cost *(I also run paid traffic as well as SEO)*
- Increase my conversions
- Analyze my online sales *(Choose this option if you run an online store)*
- Measure lead generation

Once you're finished, click on the blue "Create" button at the bottom. It'll pop up with Google Analytics Terms of Service. Scroll through and click "I Accept" to finish the initial configuration.

We're not done yet as we still have to connect Google Search Console to our website. Under "Choose a platform" select "Web".

Next Step: Set up a data stream to start collecting data

After creating a data stream, you'll get tagging information and a Measurement ID for web streams.

Learn more: Add a data stream and set up data collection ↗

Choose a platform

| 🌐 Web | 🤖 Android app | iOS iOS app |

It'll finally ask you to enter the address of your website. Pop that in and for stream name enter the name of your website again. Then, click on "Create stream".

Now it's time to add a bit of code to our website. I know a lot of digital marketers like to use Google Tag Manager. I personally hate it and it is way too complicated for newbies in my opinion.

Go ahead and select the "Global site tag" option.
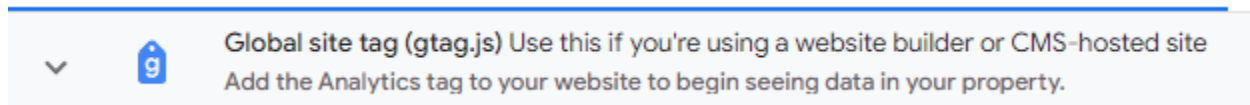
It'll drop down and give you some overwhelming looking code. Don't worry, we only need to copy and paste this. Click on the icon that looks like two pages to copy it:


Alright, now it's time to implement this code onto our website. Log in to your WordPress dashboard and click on "Plugins" on the left column. We're going to be installing a plugin that will automatically insert this code on every page of our website for us.

This is important, because you want to be tracking user behavior and data across your entire website - not just one page. This way here we can track what people do on our website. You'll be able to tell exactly what pages and posts get the most views. You can also check things like bounce rate to see if people are leaving the website after landing on it.

But back to installing. In the search box type in "Insert Headers & Footers". Install the one by WPBeginner and activate it. Once done, there will now be a "Insert Headers and Footers" option under Settings:
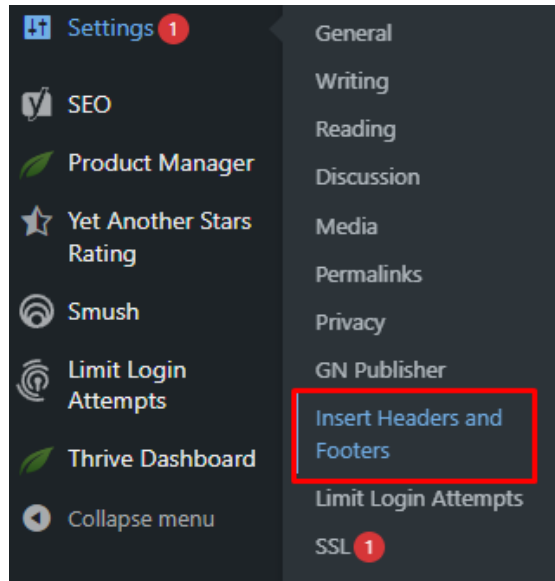
Click in the box below "Scripts in Header". Then right click and select "Paste" to pop the Google Analytics code in. If done right it should look something like this (minus the red boxes.)

Settings

Scripts in Header

```
1  <!-- Global site tag (gtag.js) - Google Analytics -->
2  <script async src="https://www.googletagmanager.com/gtag/js?id=UA-              "></script>
3  <script>
4    window.dataLayer = window.dataLayer || [];
5    function gtag(){dataLayer.push(arguments);}
6    gtag('js', new Date());
7
8    gtag('config', 'UA-              ');
9  </script>
```
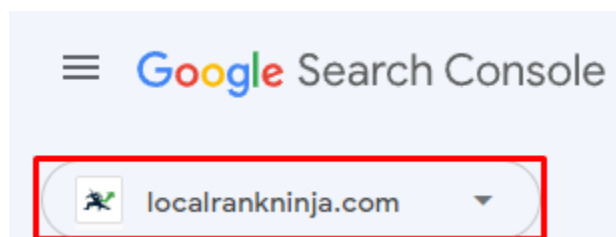
Click on the blue "Save" button at the bottom. Now all we have left to do is set up Google Search Console.

Navigate over to this page:
https://search.google.com/search-console/about

Click on the blue "Start now" button.

If this is your first time using Google Search Console, it will ask you to add a property. If you've already used it, there will be a dropdown in the upper left:

Click it, and select "Add property".
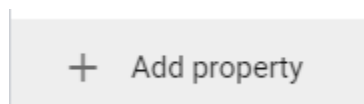
For property type we want to choose "Domain". Type your website into the box where it says "example.com" then click "Continue".
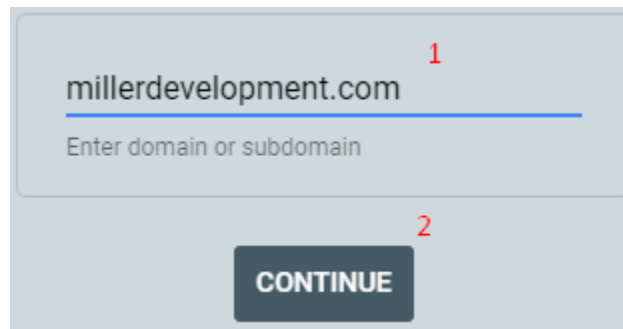
It'll then pop up asking you to verify you own this domain. The easiest way to do this is through your domain registrar. Select who you have hosting through using the dropdown and then click "Start Verification". If you don't see your domain registrar, select "Any DNS Provider."

If your registrar was listed, it will then walk you through logging in. Do so, and then it will automatically verify. If it fails to do so, sometimes trying again can fix it. I've had this happen to me every once in a while during this process.

For "ANY DNS provider", it'll give you a TXT record. Click on the "Copy" button and then log in to your web host.

COPY
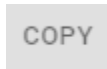
There should be a section in your dashboard that says "DNS". Under those settings there is an option to add a new record. Choose TXT for the type and paste the value from Google Search Console into
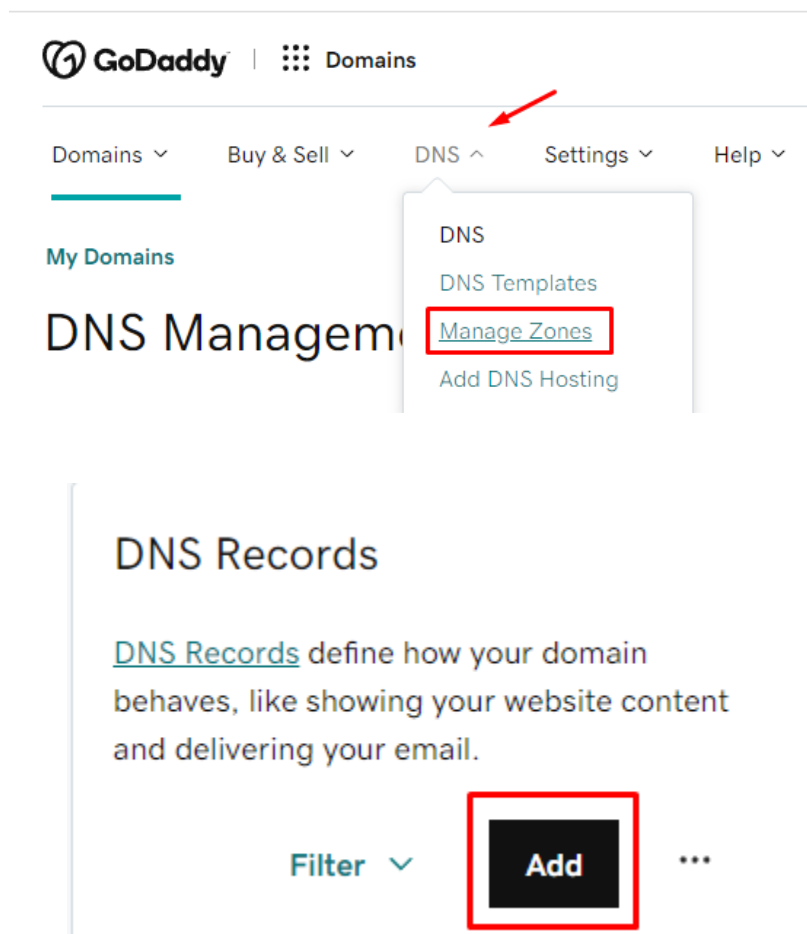
For name put in an @ sign in the box. For TTL select 1/2 Hour unless there is an option for less time. Then click on "Add record" to finish.

If you go back to Google Search Console it should now be verified. Sometimes it takes a few minutes for your web host's servers to update. Try waiting and coming back later if it's not working.

In my experience my clients and other business owners often confuse Google Analytics and Google Search Console. You don't want to be lost and checking the wrong dashboard. So what's the difference between the two?

Google Analytics is used to measure traffic statistics, or in other words how many visitors your website is getting and more importantly: from where. This is a great way to see if your SEO efforts are paying off through measuring the amount of people over time. You can filter visitors by source or medium to make sure you are only taking users from Google organic search into account.
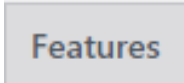
Google Search Console is mainly SEO focused. It gives you insight from Google on website performance, if there are any issues, and the technicals of your site. If your website is not following Google's guidelines something will show up in Search Console. You can also see all external and internal links to and from your website and pages. If Google can't crawl a page on your website for whatever reason, you'll get a notice inside of Search Console.

DAY 3: SUBMIT YOUR SITEMAP TO GOOGLE

Now that Google Analytics and Google Search Console are set up, it's time to use them to boost our SEO. We are going to submit a sitemap to Google. This is a special web page that automatically updates anytime we add or remove pages and posts on our website. Google reads this page automatically and updates its search engine more accurately and faster this way.

You should have installed Yoast SEO in a previous step. Head on over to your WordPress dashboard and click on the "SEO" option with the Yoast logo in the left column. Then select the "Features" tab:

About halfway down the page there is an option that says "XML sitemaps". Click the little question mark next to this. Click on "See the XML sitemap".
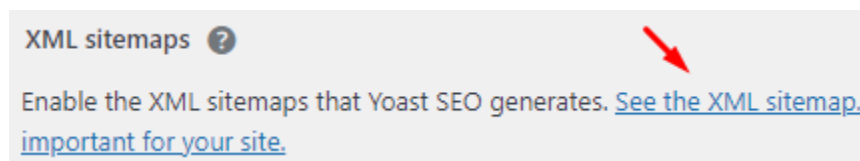
I don't know why Yoast has their interface set up this way. The question mark is confusing to users and I remember when I was first learning SEO it took me so long to find it. At the time online guides hadn't updated to the fact that you had to click the question mark. Yoast - if you are reading this please make it a clickable button somewhere.

Anyways, my short ramble aside you should now see a page that looks something like this:
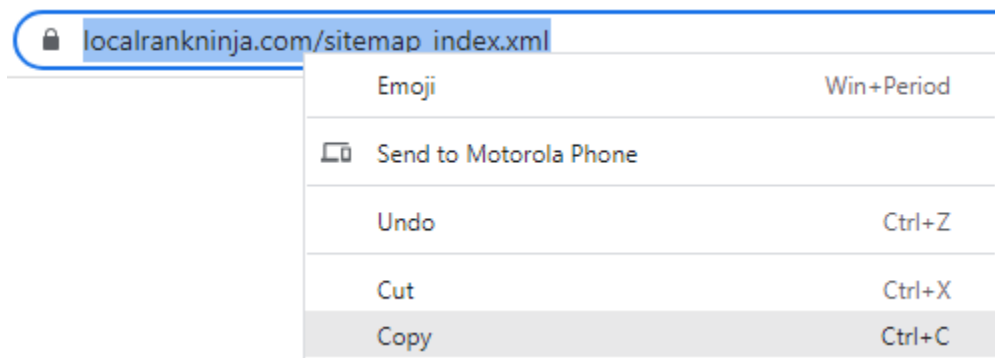
XML Sitemap

Generated by **Yoast SEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on **sitemaps.org**.

This XML Sitemap Index file contains 8 sitemaps.

Sitemap	Last Modified
https://www.localrankninja.com/post-sitemap.xml	2022-04-02 18:33 +00:00
https://www.localrankninja.com/page-sitemap.xml	2022-04-10 00:55 +00:00
https://www.localrankninja.com/tvo_capture-sitemap.xml	
https://www.localrankninja.com/tvo_display-sitemap.xml	
https://www.localrankninja.com/tcb_lightbox-sitemap.xml	
https://www.localrankninja.com/category-sitemap.xml	2022-04-02 18:33 +00:00
https://www.localrankninja.com/post_tag-sitemap.xml	2022-04-02 18:33 +00:00
https://www.localrankninja.com/author-sitemap.xml	2022-02-27 06:35 +00:00

Copy the URL of this page via the bar at the top of your web browser:

localrankninja.com/sitemap_index.xml

	Emoji	Win+Period
🖥	Send to Motorola Phone	
	Undo	Ctrl+Z
	Cut	Ctrl+X
	Copy	Ctrl+C

Now log into Google Search Console. In the dashboard there will be a "Sitemaps" option in the left column. Click on that and it will direct you to a screen that says "Add a new sitemap".

Simply paste that link we copied earlier and click on the "Submit" button. If all goes well it should say "Success" under the Status column.
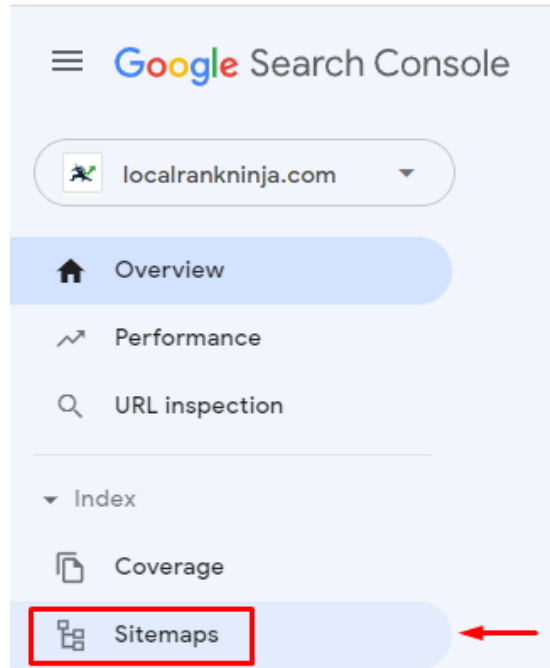
Add a new sitemap

https://www.localrankninja.com/sitemap_index.xml [1]   [2]   **SUBMIT**

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
https://www.localrankninja.com/sitemap_index.xml	Sitemap index	Feb 27, 2022	Apr 10, 2022	Success	42

If it fails to submit your sitemap link, try again. If it still isn't working try submitting the sitemap for your pages and posts instead. These can be found back on the sitemap page Yoast generated for us.

Sitemap	Last Modified
https://www.localrankninja.com/post-sitemap.xml	2022-04-02 18:33 +00:00
https://www.localrankninja.com/page-sitemap.xml	2022-04-10 00:55 +00:00

DAY 4: INSTALL A SSL CERTIFICATE

Google really cares about the experience their users have while using their search engine. They understand that people will come back if they find results to what they are looking for. Because of this, Google wants to show real, authentic, and trustworthy websites at the top of the search results.

One of the best ways to make your website trustworthy for users is to have good security. Especially if you run an online store, you don't want prospects to leave the checkout page because they don't feel comfortable entering their credit card information. The key to securing your website easily is to install what's called a SSL certificate.

If you've bought something online before, you've probably noticed sites like Amazon have a little padlock in the address bar. Upon clicking it, it says "Connection is secure". This is what a SSL certificate can do for your website.
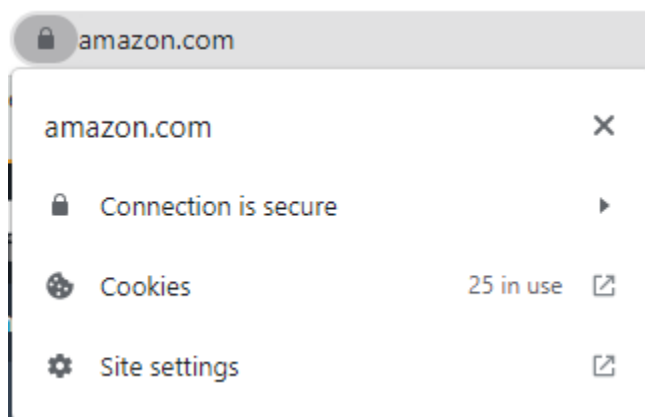

So how do we get one of these? Well luckily it doesn't cost a dime to implement this. It only takes around 15 minutes and we are in business.

Before we do though, what is SSL and how does it work?

SSL uses HTTPS protocol. I'm going to illustrate an example to show you how this works. Feel free to skip this page if you'd like, but I'm going to explain it in a very basic way that is easy to understand. This will help things click when it comes to SEO.

Here is a little SSL infographic I threw together:
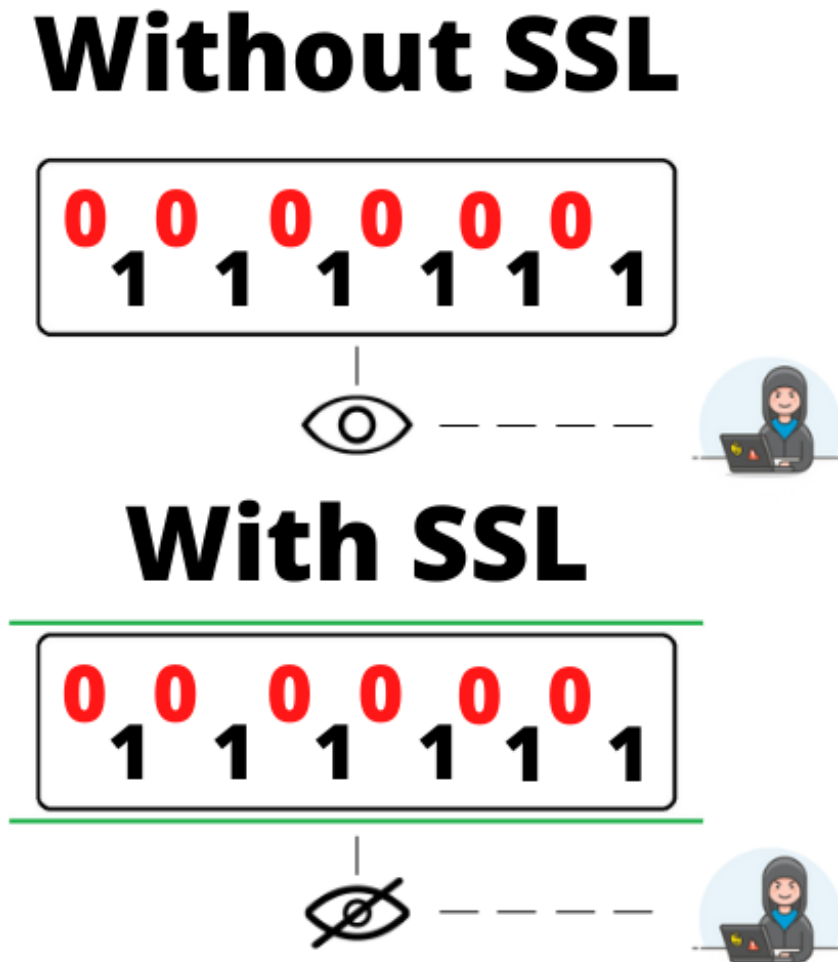
I'm sure you've heard about hackers online and some of the more "unruly" characters that are out to steal your information. The people who come up with a lot of the tech built into software and services you use online try to combat this. As a result, they came up with SSL.

The way that this technology works is simpler than it seems. Looking at the infographic on the previous page, there are two scenarios. The first is a website that doesn't have SSL implemented. The second showcases a website that does.

I want you to imagine that there is a tube with all of the data you are sending and receiving to a website. You are entering your payment information on a checkout page. You really don't want this stolen!

A hacker can initiate what's called a "man in the middle" attack and can snag your credit card information as it is being sent to the page if SSL is not implemented on this website. Now let's say SSL *is* implemented.

The way SSL works is I want you to think of a tube around the tube itself. The hacker can only see 1 layer in. So instead of seeing your data, he sees the tube. This foils his attack.

This is the basics of SSL. This sounds super hard to implement, right? Luckily this is super easy to set up for your website.
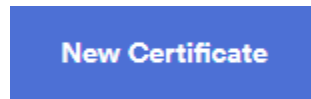
Most web hosts can do this for you. You can call your host and ask them to set one up. Some hosts already have this set up for you.

If your host is trying to sell you an SSL certificate at a fee, or doesn't have it you can use a website called ZeroSSL to generate one for free. Head over to the page and click the "Get Free SSL" button in the upper right. **NOTE:** This is the most complicated step in the entire book. Stick with me, don't get overwhelmed and follow the guide.
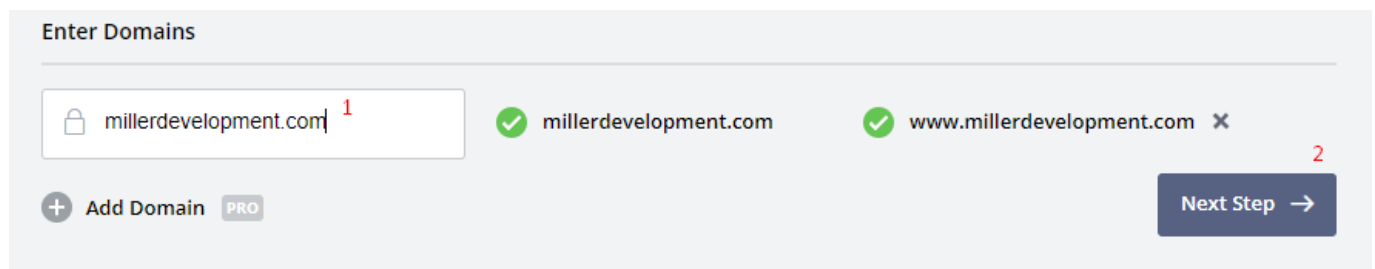
Get Free SSL

Enter your email and a password, and then click on "Next Step". It will ask you to confirm your email. Once you do so you will be logged in. Now you can create a certificate.
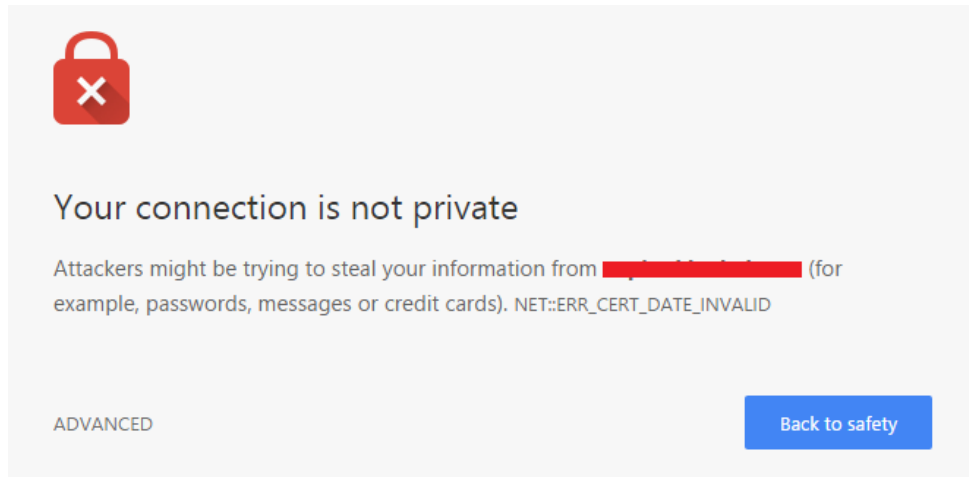
Click on "New Certificate":

New Certificate

Enter your domain in the "Enter Domains" box and then click on "Next Step".

Enter Domains

🔒 millerdevelopment.com | 1   ✅ millerdevelopment.com   ✅ www.millerdevelopment.com ✕

➕ Add Domain PRO   2   Next Step →

You can create a 90 day certificate for free, or upgrade to pro to create a certificate that lasts for a year. It's important to know that when your certificate expires you have to come into the ZeroSSL dashboard and create a new one. Your website will show a popup to all users upon expiring saying the website is "unsecure".

This can scare visitors away and hurt your SEO for the duration the certificate is expired and not updated. You want to make sure you are on top of this. I would create a reminder on your calendar for 90 days from now before moving on to the next step.

It's up to you rather you want to upgrade to premium. I personally don't, but I have a notification popup so I can generate a new SSL certificate with only around 5 minutes of downtime.

An example of the popup when your SSL certificate expires.

Leave "Auto-Generate CSR" checked and click on "Next Step".
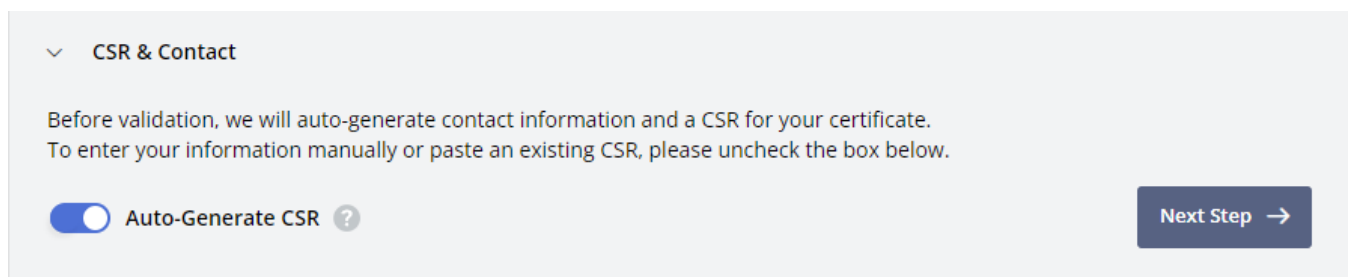
SSL Certificates are required to have contact information included as part of the whole security thing. If you want to enter this info manually, you can uncheck the option. ZeroSSL can pull this automatically from your website so it's completely up to you.

After clicking through to the next step, make sure "Free" is selected. Click on "Next Step" again.

⌄ **Finalize Your Order**			
Based on your selection of a **90-Day SSL Certificate** you are fine staying on the **Free Plan**. To create and validate your SSL Certificate, please click "Next Step" below.			

Free	**Basic**	**Premium**	**Business**
$0 / month	$10 / month	$50 / month	$100 / month
	or $8 if billed yearly	or $40 if billed yearly	or $80 if billed yearly
Selected 1	Select	Select	Select
3 90-Day Certificates	∞ 90-Day Certificates	∞ 90-Day Certificates	∞ 90-Day Certificates
✕ 1-Year Certificates	3 1-Year Certificates	10 1-Year Certificates	25 1-Year Certificates
✕ Multi-Domain Certs	✔ Multi-Domain Certs	✔ Multi-Domain Certs	✔ Multi-Domain Certs
✕ 90-Day Wildcards	✕ 90-Day Wildcards	∞ 90-Day Wildcards	∞ 90-Day Wildcards
✕ 1-Year Wildcards	✕ 1-Year Wildcards	1 1-Year Wildcards	3 1-Year Wildcards
✕ REST API Access	✔ REST API Access	✔ REST API Access	✔ REST API Access
✕ Technical Support	✔ Technical Support	✔ Technical Support	✔ Technical Support

← →

2

Next Step →

SSL Facts: Did you know that an SSL certificate:

- Builds trust and credibility
- Secures your website
- Boosts your SEO
- Decreases website vulnearability

It will now ask you to verify you own the domain. The easiest way to do this is through HTTP File Upload. Select that option and then click on "Download Auth File".

It'll tell you where to upload this file on your website. This may look overwhelming, but don't worry. Head over to your web hosting and log in. Go to Hosting -> CPanel and select "File Manager." *(If you can't find this I recommend using one of the other verification methods.)*
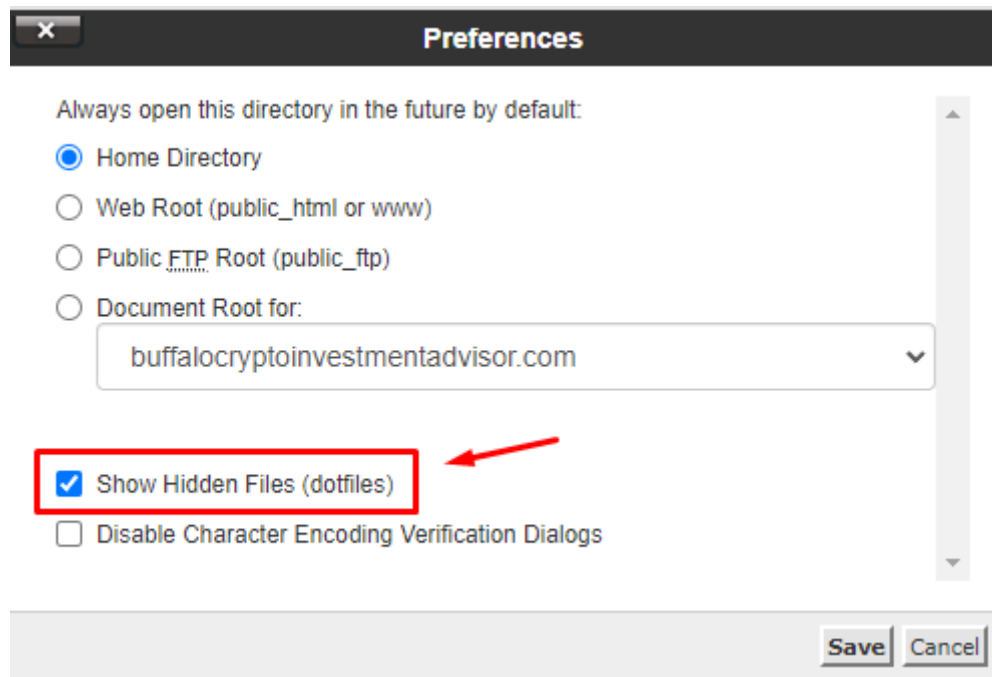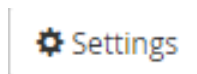

Once inside File Manager, double click on "public_html".
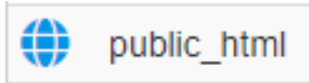
This process varies greatly from host to host. If you don't see "public_html", as long as you see a file marked "index" you are in the right place. I'm using GoDaddy in this example.

Now click on "Settings" and check "show hidden files". Then click "Save".

We have to do this since ZeroSSL is asking us to create a folder called .well-known. Folders that have a period in front are hidden automatically unless you turn on the option to show dotfiles. Now click on the plus folder button at the top to create a new one:
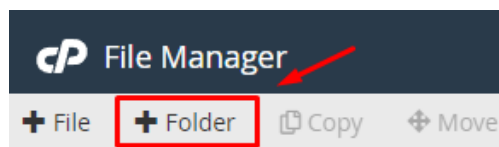
Type in ".well-known" without the quotes and click on "Create New Folder".
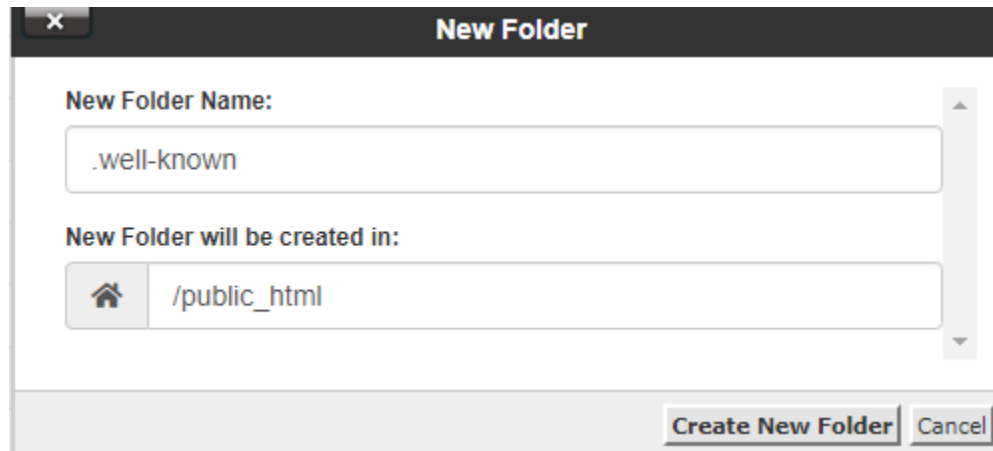
You should now see the newly created folder in the list of files. Folders with a period in the name should show up at the top of the list. Double click on the ".well-known" folder to open it.
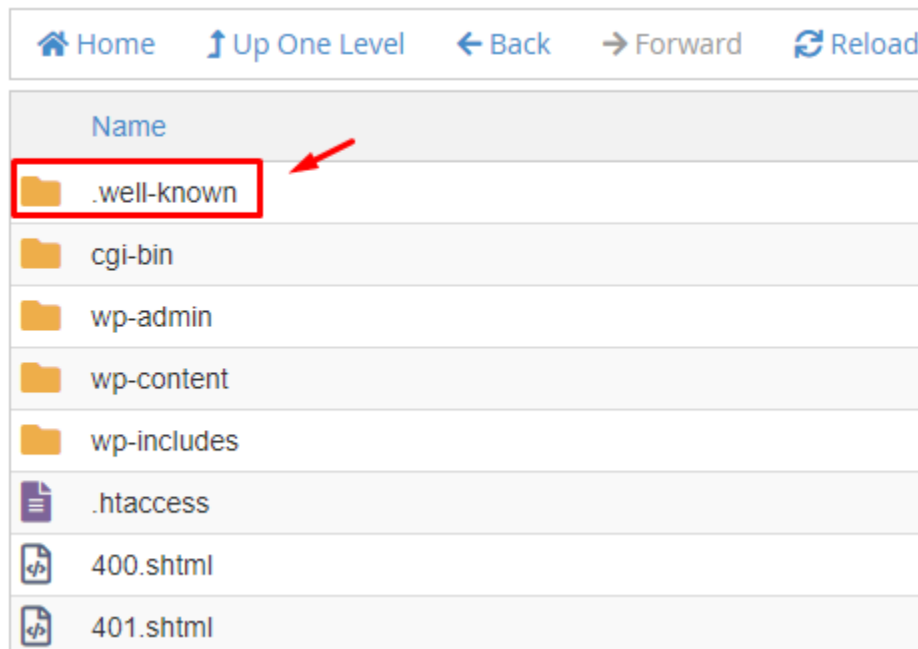
Now repeat the process but create a folder called "pki-validation" instead.
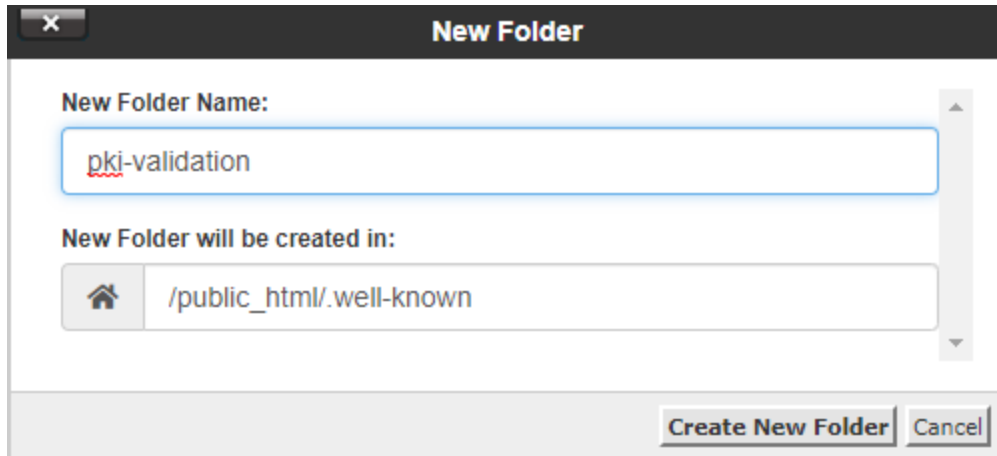
Double click to enter this folder. Now it's time to upload the file ZeroSSL gave us. Click the "Upload" button at the top of file manager and browse to the file. Double click to upload it.
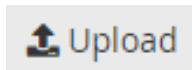
Once done the .txt file should be in the .well-known/pki-validation folder.

Now head back to ZeroSSL and click on "Next Step". Then click "Verify Domain".

millerdevelopment.com

Congratulations, your SSL certificate is en route! However, you need to verify ownership of your domain before installing your certificate. Please follow the steps below.

✓ Verification Method for millerdevelopment.com

⌄ Finalize
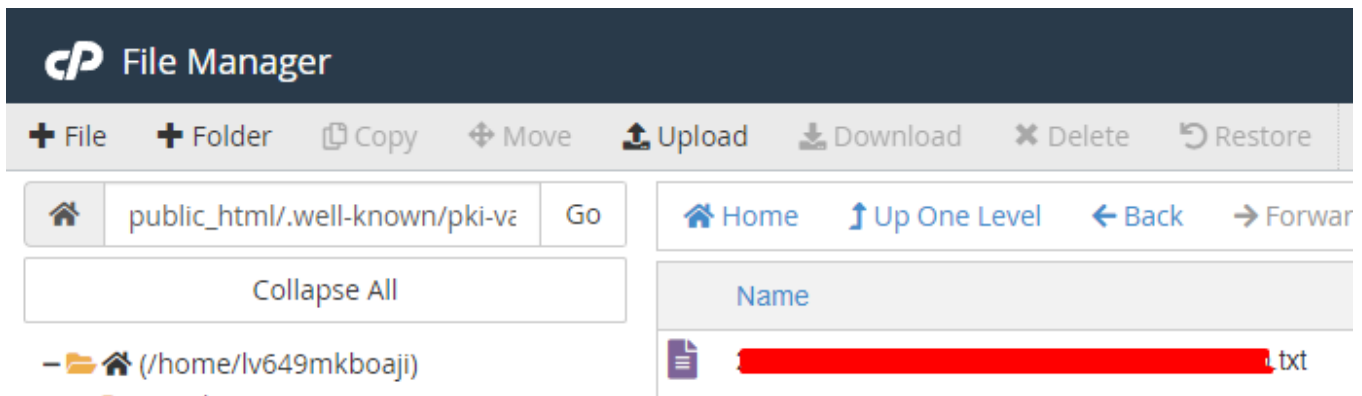
Domain	Verification Method	Verification Status
millerdevelopment.com	HTTP File Upload	🕐 To start, click "Verify Domains"

Verify Domain   Cancel Process & Restart

ZeroSSL will now take a minute to generate a certificate for you. Once complete, there will be an option to download it. Click the "Download Certificate (.zip)" button.

luminouscityrp.com

We've prepared installation instructions for all major server types.
To download and install your certificate, please follow the steps below:

✓ Download Certificate

Your certificate is compatible with any type of web server. Download your certificate right away or make a selection below to get instructions and tutorials specific to your web server.

Server Type

[Default Format ⇕]   [↓ Download Certificate (.zip)]   Next Step →

> Install Certificate

> Installation Complete

Browse to this file on your computer, and right click on it. There will be an option to "extract" the files. If you are using Windows, select "Extract All".
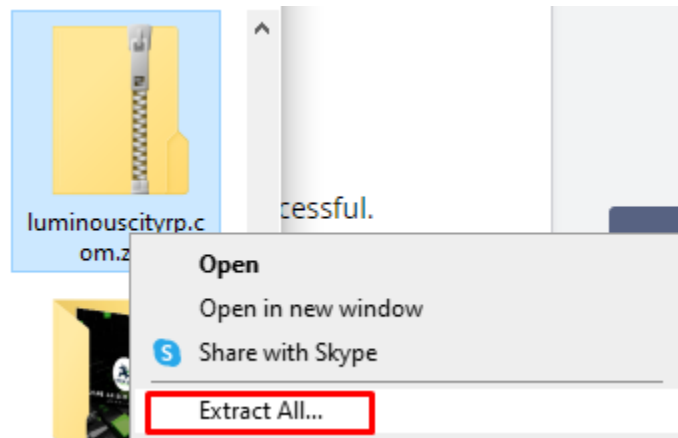
In the folder you will find three files. We will be grabbing the information in them and uploading them to our web host.

Name	Date modified	Type	Size
ca_bundle.crt	3/1/2022 5:38 PM	Security Certificate	3 KB
certificate.crt	3/1/2022 5:38 PM	Security Certificate	3 KB
private.key	3/1/2022 5:38 PM	Registration Entries	2 KB

Head back over to your web host provider and go to your CPanel. There is an option that should say "SSL/TLS". Click on that.
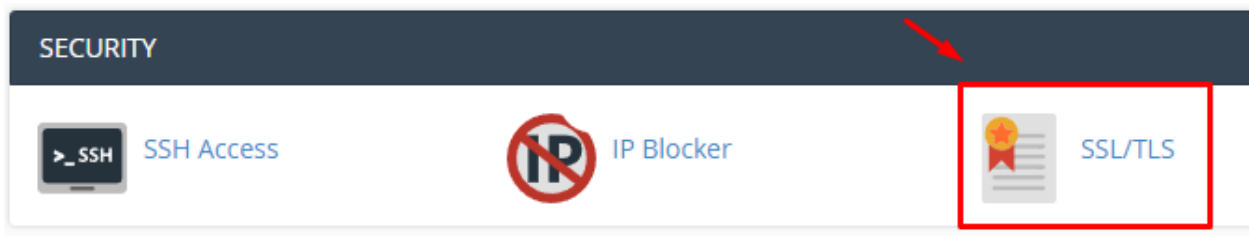
Go ahead and click on "Manage SSL sites" in the bottom right.

Go ahead and select your domain from the dropdown.

You'll notice the three boxes here match the names of the files in that folder we downloaded from ZeroSSL. Go ahead and open each file with Notepad and paste the contents into each box.
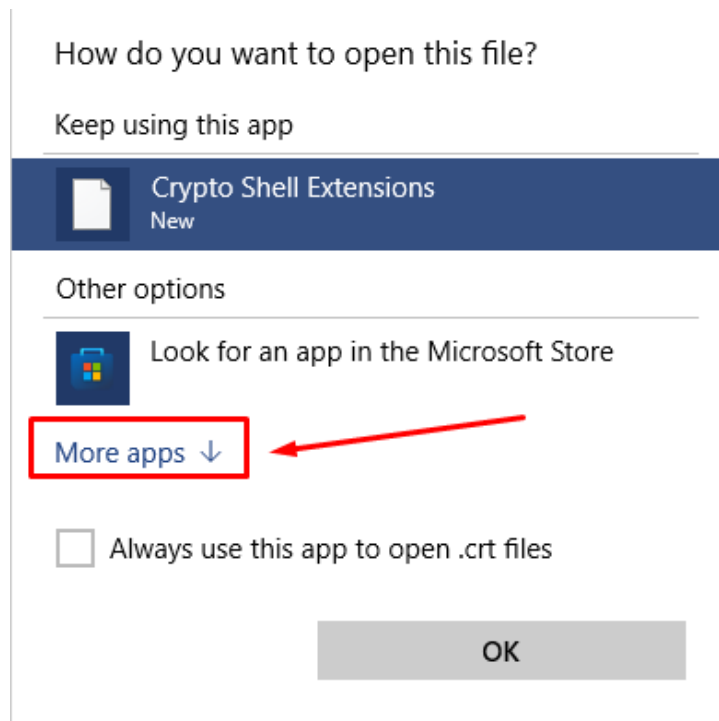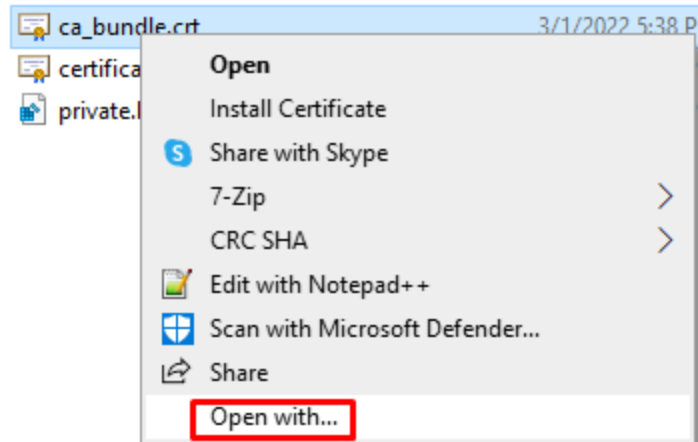
You can do this by right clicking the file, selecting "Open with…" and selecting "More apps" -> Notepad -> "OK" button. Alternatively, you can open Notepad on your computer and use File -> Open to do it that way.

I prefer this option because it will remember this choice for future use, however.

How do you want to open this file?

Keep using this app

Crypto Shell Extensions
New

Other options

Look for an app in the Microsoft Store

Adobe Photoshop 2020

Internet Explorer

Notepad   1

Office XML Handler

☐ Always use this app to open .crt files

2

OK

---

certificate.crt - Notepad

File   Edit   Format   View   Help

-----BEGIN CERTIFICATE-----

MIIGjDCCBHS

SzELMAkGA1U

Undo

Cut

Copy

Certificate: (CRT)

-----BEGIN CERTIFICATE-----
MIIGjDCCBHSgAwIBAgIRAJ0g3zEvt/K4znGQ23yOJLgwDQYJKoZIhvcNAQEMBQAw
SzELMAkGA1UEBhMCVQxEDAOBgNVBAoTB1plcm9TU0wxKjAoBgNVBAMTIVplcm9T
U0wgUlNBIERvbWFpbiBTZWN1cmUgU2l0ZSBDQTAeFw0yMjAzMDEwMDAwMDBaFw0y
MjA1MzAyMzU5NTlaMB0xGzAZBgNVBAMTEmx1bWlub3VzY2l0eXJlLmNvbTCCASIw
DQYJKoZIhvcNAQEBBQADggEPADCCAQoCggEBAKZvuWjYAKl5n7HCDOIkx5GRIRZr
VHRJaBaH+AT0rxNYQuyjrNzc5HcDyoUyZGmbkjSCp310GGzsjoN9Fa+wsk2ZjZtd
47wbjoKilZPqbDHgwEt1TTy/+/GWiGvzveNCRdW+m/y8RfqCz1eQO/S6/IY/DM3u
PE3ZwavnsXAwl3fCJisDkNHgiwUiHmOYBucLN+kteBf/oKeO9yCre5E/luWKVDdn
QKFiphjpS/wwbYGYxxGZ9Mq8IeJ9TESY3TuDK9S0il4VSFx6URDQ5ioYDUVvNUSC

Once this is done for all three, click on "Install Certificate" under the three boxes.

Install Certificate

Now there's one more step left. Navigate to your WordPress dashboard and click on "Plugins" in the left column. We're going to install a plugin that will force our website to use SSL no matter how visitors type in our website address.

You see, SSL uses https:// in front of the URL.

For example, if a user types in this:

https://localrankninja.com

Then they will land on my website with SSL going in their browser.

However, if they type in this:

localrankninja.com

…Or this:

http://localrankninja.com
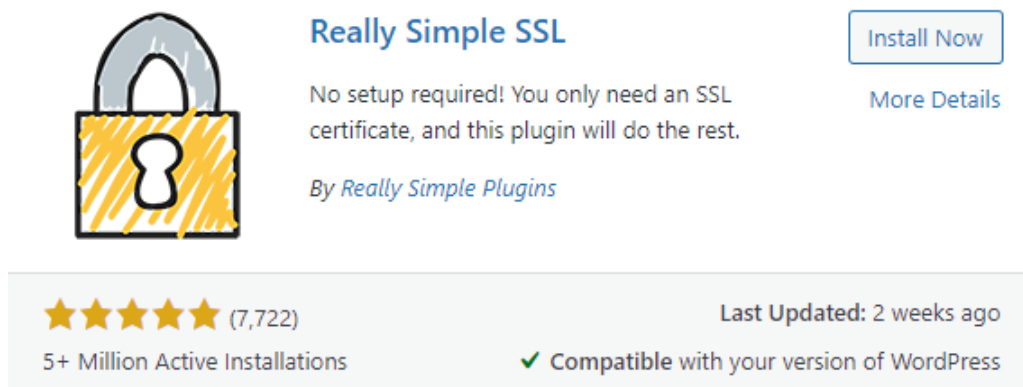
Then SSL will not activate by default. We can use a free WordPress plugin to automatically redirect HTTP traffic to HTTPS. This will save users from the "unsecure website" pop up (even though your website is secure.)

I've been surprised how many site owners don't do this. This takes less than 5 minutes and will save your bounce rate in the long term.

Click on "Add New" on the plugins screen and type in "Really Simple SSL".

Once installed, click the blue "Activate" button. Now navigate to Settings -> SSL on the left hand menu.
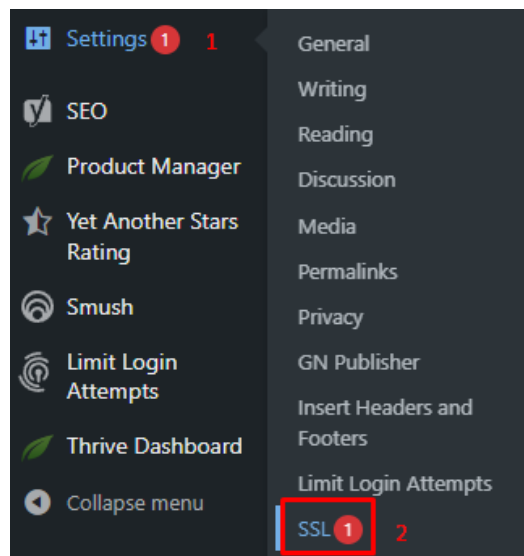
Go ahead and click on the "Activate SSL" button. It may prompt you, just select "Yes". It should redirect you to the WordPress login screen. You will notice there is now a little padlock in the address bar.

Congratulations, SSL is now implemented on your website!

DAY 5: INSTALL SMUSH

One of the things that can hurt you the most when it comes to SEO is page speed. Google wants your website to be fast. I've already mentioned several times throughout this book the importance of speed. Load time should *not* be over 5 seconds.

We're not living in the 1990s anymore. Dial-up is a thing of the past. You need to make sure your website loads within a reasonable amount of time.

Images are the biggest culprit when it comes to slowing down websites. They are the biggest element in terms of data size on a webpage, and several of them can bloat a page's load time by multiple seconds. Luckily, there's an easy solution for this.
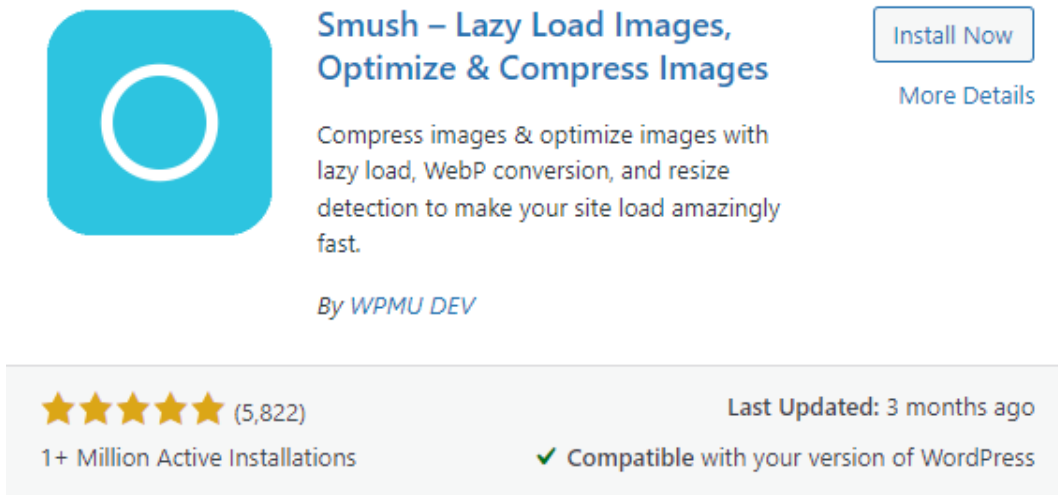
Image compression is when you take an image, lower the quality to reduce the file size, while doing so in a way where the human eye couldn't tell the difference if done right. This is what we are going to do.

Now this sounds super complex, but it isn't. There's a free plugin for WordPress called Smush that will do this for you automatically every time you upload or add a photo to any content on your website. Additionally, it can scan the images on your site and compress them for you.

Let's get this bad boy set up! Head on over to your WordPress dashboard, and click on "Plugins" on the left. Select "Add New" and type "Smush" into the search bar.

Click "Install Now" then "Activate" in blue.

Once activated, an option will appear on the left that says "Smush" towards the bottom. Click on that.
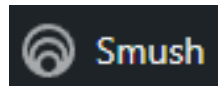
Click on the "Begin Setup" button to get started.

Make sure "automatically optimize new uploads" is on and click "Next".
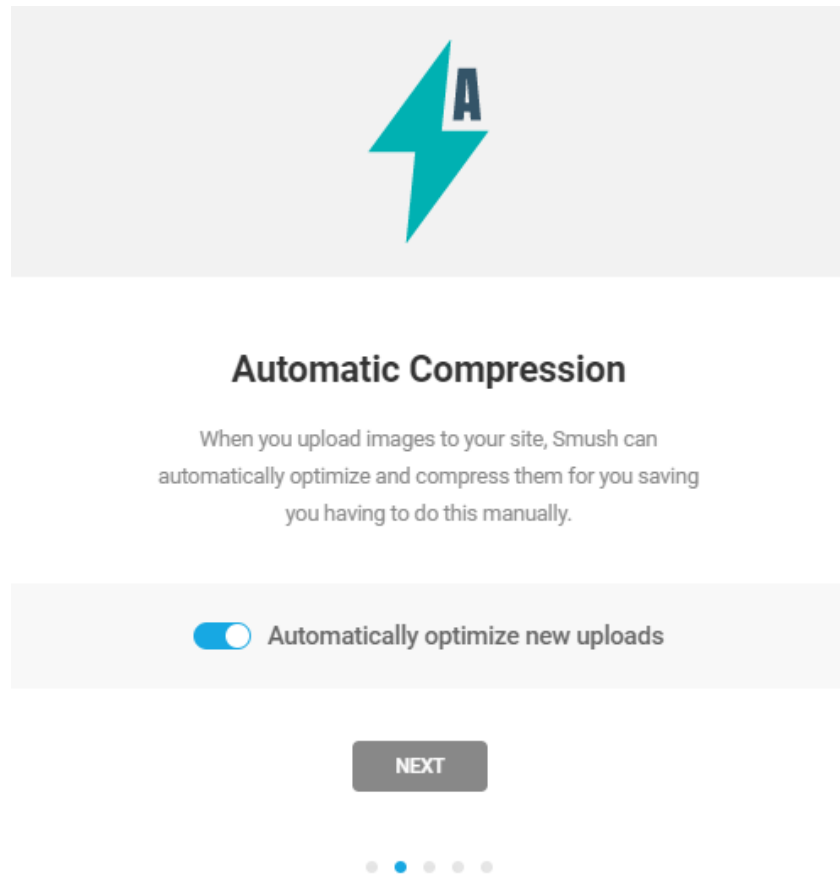
It'll ask you if you want to strip metadata. If you aren't a local business do this. If you are, I don't recommend this because it will remove geotagging (which is important for local SEO.) Choose with your path in the back of your mind and click "Next" yet again.

It'll ask you to enable Lazy Loading next. This stops images from loading until they are within view on a user's screen. To give you an example, if a visitor is reading a blog post and there are images later on in the article cut off by their screen, this will prevent the page from loading them till they scroll further down. I recommend leaving this on as it boosts pagespeed and there is no point to load those images till they would see them anyways.
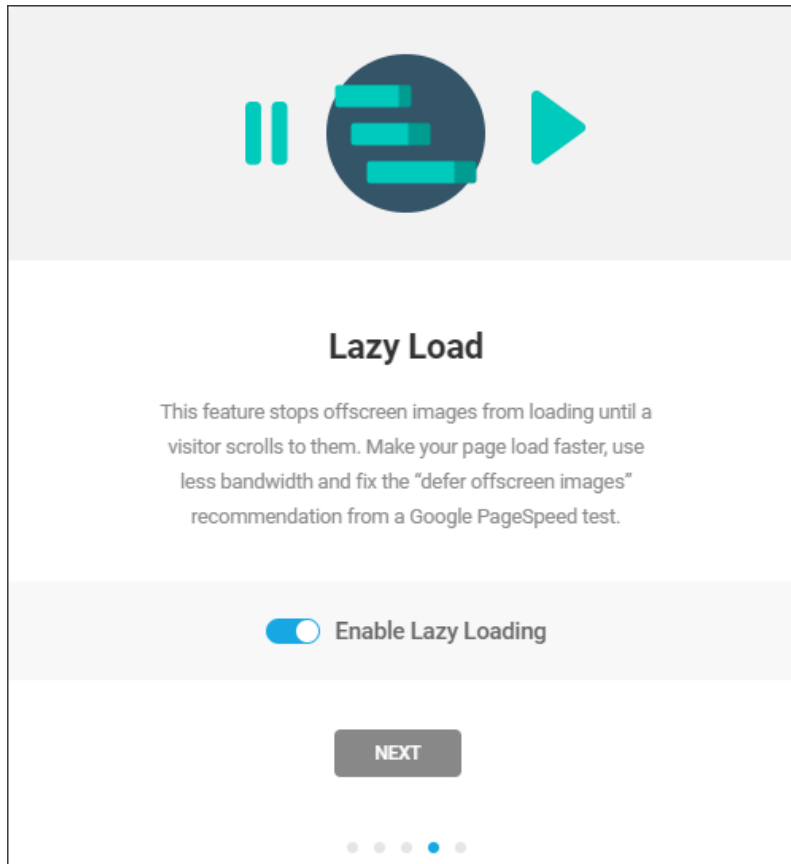
Lastly, it will ask you if you want to allow data tracking. I would unselect this, and then click "Finish Setup Wizard." Once complete Smush will start to check your images to see if any should be optimized. It will then direct you to a screen called "Bulk Smush". While you don't have to worry from now on while uploading images, there are still pictures you uploaded *before* installing Smush.

We want to make sure these get optimized as well. Click the blue "Bulk Smush Now" button. This will take some time. I recommend going and grabbing a cup of coffee or working on something else.

When you get back to your computer you will see how much it compressed your images by. Image compression is now implemented on our website!

WHY CONTENT IS FREAKING AWESOME (YOU SHOULD LOVE IT)

99% of SEO ultimately comes down to content. Content is what brings people into your site. Content is what builds authority with Google.

For whatever reason, I've noticed that people are terrified when it comes to the word "content." Don't be scared of it! Instead, let me explain why it should excite you.

Let me lay out an example.

Say you have 10 blog posts published. Each post brings in 10 visitors a month. That's not a lot of traffic, sure. 10 x 10 = 100. 100 visitors a month. Pretty "meh" in terms of results.

But now let's assume we have 100 pieces of content. 100 x 10 = 1,000 visitors per month. And keep in mind this is happening 24/7, 365 on autopilot. Writing and publishing content is like planting seeds. Eventually some will sprout and turn into traffic trees for your business.

Here's where things get crazy though, and this is what nobody else is talking about in the SEO space. I am the first one to coin this term officially: the **content compounding effect.**

Going back to our example for a second, let's pretend you have 100 pieces of content published. Because you've published 100 blog posts, your authority has actually risen with Google. Now instead of getting 10 visitors per post, you're actually getting 25. This is where the magic happens!

25 x 100 = 2,500 visitors per month automatically. This is the compounding effect in motion - and it only snowballs even more from here.

The majority of your time generating traffic should be spent creating content. Obviously yes, you want to have the core optimizations in place. You should have a fast loading website, some backlinks, good user experience, a sitemap submitted to Google, etc.

But once those essential things are in place, it's time to get writing.

Content is not hard to produce. Google Docs is free and automatically saves your work. This very book you are reading right now was written in Google Docs.

A common objection I get is "but Gabriel, I'm not a fast typer!" Fear not, there is a solution. Google Docs has a built-in audio transcribe feature. You can simply talk into your computer or smartphone and have the computer type it out for you. All you have to do is ramble about the topic.

Another question I get all the time is "but what do I write about?" I'm going to address that in the next section briefly. Before I do, you have to understand *why* the internet revolves around content.

What's this? You didn't notice…?

Everything is content online. Think about it for a moment.

This book is content. The YouTube videos you watch are…well, content. The podcasts you listen to are content. Images are even considered content.

According to Dictionary.com, content is *"something that is to be expressed through some medium, as speech, writing, or any of various arts"*.

Anyways, back to SEO for a moment. Prospects and potential customers in your niche are actually looking for answers to the questions that they have.

The odds are high that you yourself have Google'd a question about a product or service you were interested in purchasing. After all, this is part of being a smart shopper. In marketing we refer to this as a "buyer's journey."

The idea is that we want to capture these prospects, bring them into our website with our content, and then get them to take action. Later on in this section we're going to implement calls to action on our website to ensure this happens, but there's no point if we don't have content.

Everything begins and ends with content. Google indexes it, it builds trust and authority for you with potential customers, and the calls to action in it finally convert them into paying clients! And the beautiful thing is that you can have hundreds of these working for you.

You see, content doesn't sleep. It's always up, always educating prospects, always getting them thinking about you, and always achieving your business goals for you.

I want to think of content like a soldier on the battlefield. One soldier doesn't do much against an army. But now imagine hundreds of soldiers, except ones that don't have to sleep, eat, or even need oxygen. And these are fighting your battles for you 24/7 without you having to do anything!

At this rate you're going to conquer every nation with your army!

I know content isn't considered "sexy" but it's what moves the needle. It's what gets results with SEO and traffic for your business. If 90% of your time isn't spent on content - something is wrong and you need to re-evaluate your SEO approach.

I see a lot of people online never rank. It's usually because of the same reason: They spend all of their time on artificial stuff that doesn't make a difference. The biggest marketers understand and embrace that content is king.

This tangent is important <u>because I've **been you.**</u> Sometimes you are your own worst enemy. I know the group of people out there *well* who are fighting this right now. You are your own worst enemy - stop it and do what works. Until you do you're going to feel the same frustration you always have. Hopefully I got through to you.

Okay - back to the buyer's journey for a moment. I've created an infographic for you to showcase this process. It is a great visual representation of how content works. It's important to understand this moving forward and have a grasp on *how* this happens.

Click here to access the infographic:
https://localrankninja.com/buyer-journey-infographic.pdf

DAY 6: CREATE A CONTENT PLAN

For content to work you need to stay organized. Pure chaos isn't going to cut it. Authority websites publish content on a consistent schedule, and this is something that Google is looking for.

The goal here is to be aiming to publish 3-5 blog posts per week. This is key if you want to take off with SEO and really see amazing results. Again, each piece of content is like a seed you are planting in the ground.

From experience I can tell you writing a 1,000 word blog post only takes around 30 minutes to an hour. If all you are spending on SEO is 30 minutes a day it's not bad.

You need to plan out your publishing schedule and have topics ready to go for the week. Open a Google Docs or grab a piece of paper and write down the following questions:

- What days will I write my articles on?
- What times will I schedule the posts to publish?
- What are my content topics for the week?
- What do I want to make sure I include in each post?
- What will my call to action be?

Being prepared with answers to these five questions will help you breeze through your content creation with ease.

WordPress actually allows you to schedule a post. You can set your blog post to publish at a time you know most readers will be home from work. Typically I like to schedule my posts in the morning or afternoon.

A good trick to know when is best is to look inside your Google Analytics.

It will show you what time of day you tend to get the most visitors to your website on average. You can then run with this time and rest easy knowing you will have eyes on your content.

This is different for every industry and niche so I can't give a specific time of day I recommend. Gather some data and see what the real numbers are! Making data driven decisions is one of the best things you can do in business.

You want to get into a habit so publishing content becomes a natural part of your week. I usually find myself writing content on Mondays, Wednesdays, and Fridays. Don't get me wrong: You don't have to publish on different days. You *can* publish on the same day, it just makes the process a bit less overwhelming and gives you some time in case something comes up.

I'm going to cover content topics in the next step. So hang tight on that.

One of the questions I ask myself that has been the most helpful has always been: "what do I want to make sure I include *no matter what* in this piece of content?" That way I make sure I touch upon something the reader needs to know. Sometimes I come up with the best ideas in the shower and rush out to make sure I write it down.

For example, the **content compounding effect**, checklist in this book on what to do if you aren't ranking, and structure were all things I made sure to take note of. Another way to look at it is to think about what you can mention that will give the reader the most value. Remember: your goal is to help people with your content. The money will naturally follow as long as you have your calls to action in place.

Speaking of calls to action, you need to decide what you want people to do from this post. Sometimes you're going to want people to take a different action. On localrankninja.com, 99% of the time I want people to opt-in to

my email list since my marketing is automatic from there. However, if I release a new product or course I may want to promote that with content.

It really depends on the type of business you run and what your goals are. If you run an e-commerce store, most likely you are going to be using content to drive sales to your products. This may mean product-specific content where you are answering questions, reviewing something, comparing it, talking about it, etc.

In a situation like this, the call to action will most likely be different for every post.

Alright, now that you have a content plan it's time to research some content topics.

DAY 7: RESEARCH CONTENT TOPICS

It's time to come up with a list of topics. I recommend using Google Docs for your topics list. You can share it with members of your team and access it on any device. Some of my best content ideas I've gotten when I'm out on a walk. You should be able to pop an idea here anytime it comes to your head.

Keyword research tools are always the "hype" in the SEO space. I don't use keyword research tools at all, and still achieve great results. The issue is that these tools give everyone the same keywords, so your competition is writing on the exact same topics.

Instead of using them, there are better ways to get content ideas. The first thing you should do though before we begin our research is write down the top 5 - 10 questions you get by customers. These are the best topics to cover in the beginning because if a customer is asking it - there's money *and* interest here.

Not only do these pieces of content tend to perform well in the long run, but it saves you time as well. Next time a customer asks you can tell them you wrote an article addressing it since you usually get asked about this. You would be surprised at the amount of time this can cut down from your sales process. Some prospects will read the article and won't even ask you the question because now they know the answer - working smart not hard can be great!

After our commonly asked questions, it's time to head over to Google. We're going to open an Incognito window. This is a mode Google Chrome has where it doesn't take any of your past searches, cookies, or cache into effect. The reason we do this is because you will get biased search results if you do a normal search.

You can open an Incognito window by clicking on the three dots icon in the far upper right of your Google Chrome window.

⋮

Then click on "New Incognito window".
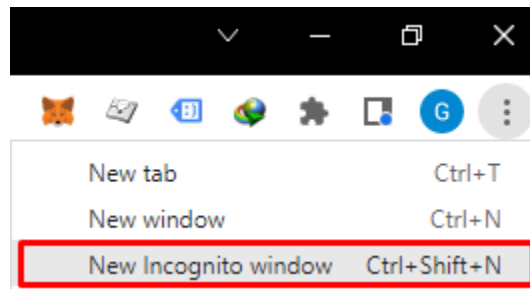
Now head to Google.com. We can begin our research and see what people are searching for. Type in your content question but keep it barebones.

For example, if my topic idea was to cover the cost of website design I would type in "website design cost". Now something really cool happens. Google is going to show suggestions based on some of the previous searches users have done.
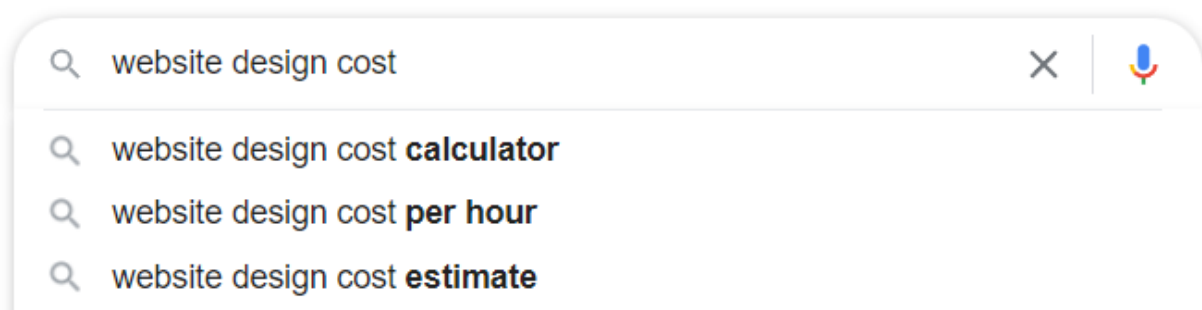
In this case I can see people have wanted to know the hourly cost of website design. This makes sense since most web designers bill hourly. I'm going to select that one. Now if I scroll down to the bottom of the page I have the second area I can get keywords from Google.

Related searches ⋮

Q website design cost **calculator**

Q **average** cost **of** website design **for small business**

Q **how much do web designers make** per website

Q **web** design **price list**

Q **how much should i charge to build a wix** website

Q **how much should i charge for freelance web development**

Q website cost **calculator**

Q **freelance web designer hourly rate**
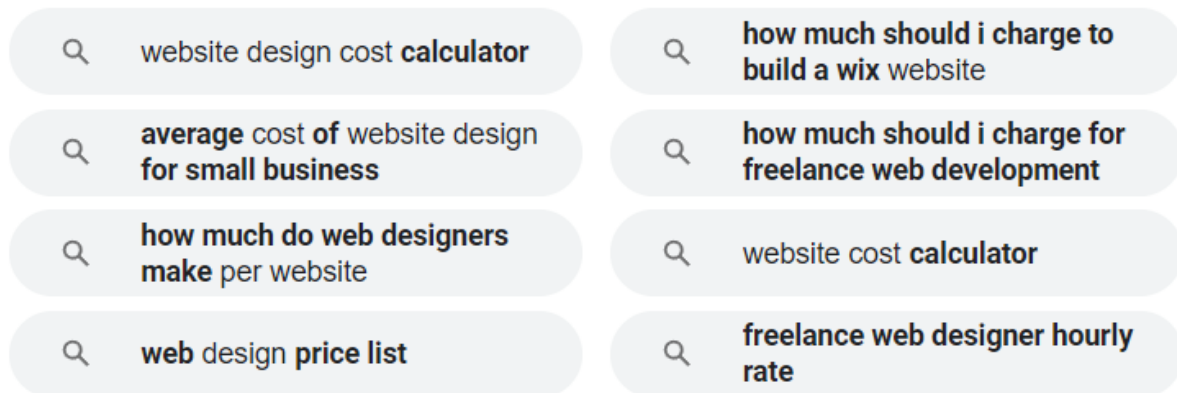
Related searches is also a great place to get search terms and topic ideas. This gives us an idea exactly how users are typing this in when it comes to phrasing. We can use that to our advantage by writing our focus keyword like this in Yoast (we'll talk about that later on in the book.)

Use Google suggestions and related searches to write down 5 content topics along with phrasing. Don't have all 5 be about the same thing. Try to have each phrase be about a different topic. (Example: Only one of mine should be on website design cost.)

There are other ways we can come up with content topics besides customer questions and Google. Let's move on to some of my favorite ways of finding good topics to write about. By the time you are done you should have around 25 ideas minimum.

Don't skip this step! It becomes so much easier once you have a list.

Another one of my favorite methods to find content topics is by looking through Reddit, Quora, and forums in your niche. The power of the internet is that you can find real questions actual customers are asking in your niche within seconds! What a time we live in.
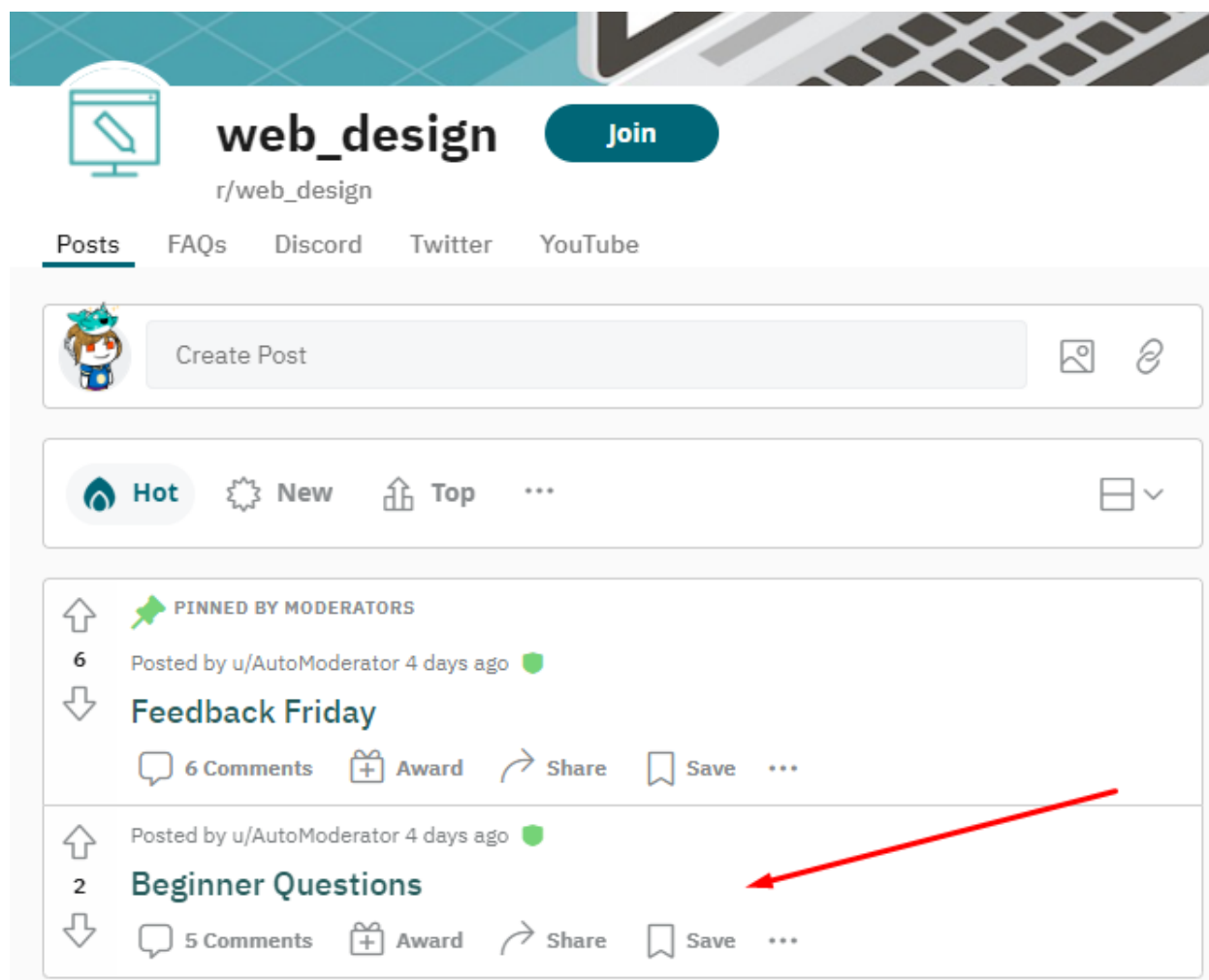
Heading over to the Subreddit for website design, the second post down is questions. Keep in mind *who* your reader is, though. These are questions being asked by aspiring web designers, not business owners. Sometimes you are better off looking at posts in the entrepreneur Subreddit, depending on what your industry is.

Quora is a site just like Reddit, where you can find questions users are asking. After a quick search I can find business owners asking questions about what type of website they should get designed.

A hack to find these faster is to go to Google and type in this:

Quora [topic] "business owner"

So for example my search could look like;:

Quora website design "business owner"

By putting quotes around business owner, I'm telling Google to only include search results that have the words "business owner" in them. This way I'm not stumbling onto topics that aren't relevant for me.

Let's use another example. If you are a car mechanic and your customers are automobile owners, you could do something like this:

Quora check engine light on "my car"

Now I'm filtering the results a bit better and not spending a ton of time going through Quora post after post.

Besides Quora, we can also use forums. Forums actually might be better for the mechanic example. A quick Google search can give us some great options to look through. By being crafty with my search query I get this:
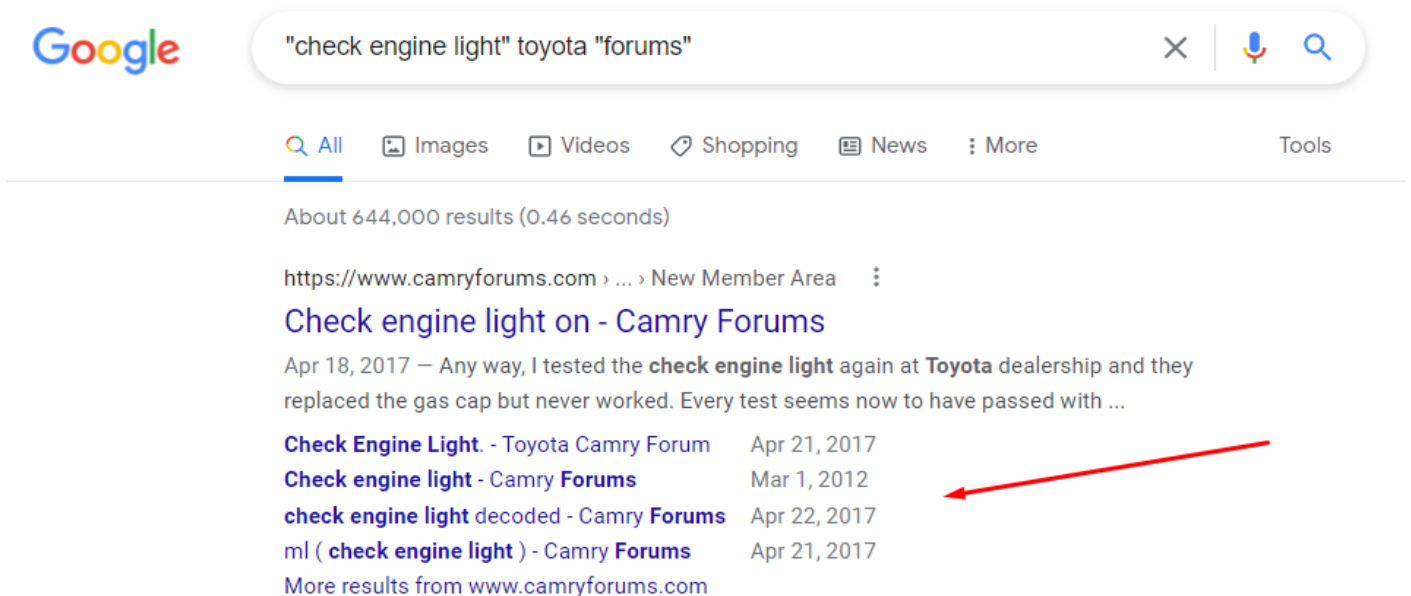
Boom! 6 posts on this forum alone I can make content about. If I was a mechanic I would be creating content around different car models and types and switching up my search phrase to include those. Take a minute and try changing up your search, you'll be surprised at the ideas you get!

So far we've talked about pulling content from Google and discussion websites. There are a TON of sources you can use for content ideas. Another great option is Answer The Public. This site actually puts together a list of all of the Google suggests it can find for a keyword or phrase.

But that's not all!

Heading over to the site, pop a broad topic idea into the search. I'm going to put "website design price" in.
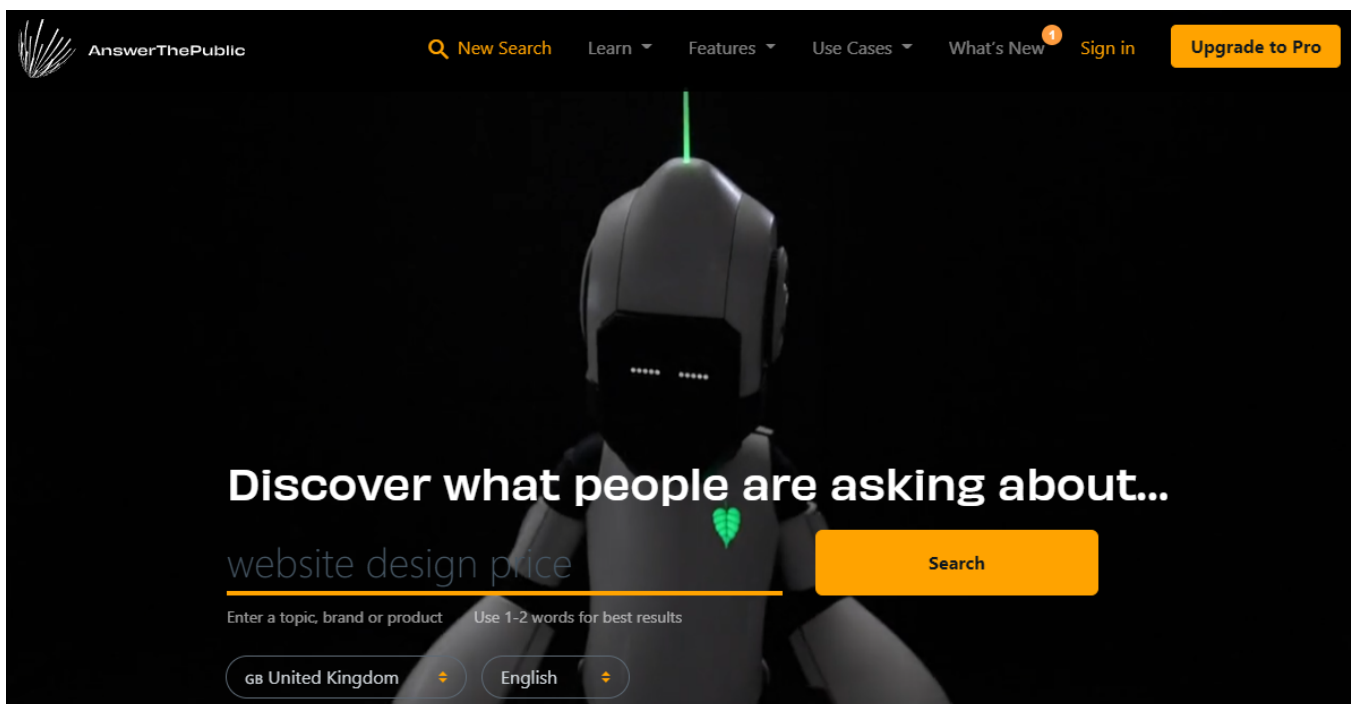
After pressing "Search" it's going to go ahead and gather data for you. This only takes around 30 seconds for it to do.

Boom! Now we get a list of common questions people search for, prepositions, comparisons, and an entire section on over 180 alphabeticals!

website design price 181 alphabeticals

a

Image

- website design price australia
- web design pricing australia
- website design ahmedabad price
- website design and pricing
- web design agency pricing
- website design price south africa
- web design price south africa
- web design price list south africa

This tool alone can easily give you 100 ideas. But we're just getting started!

Keyword.io is another tool that can pull a TON of data. It has search from Google, YouTube…even sites like Amazon, eBay, and Fiverr! This is incredibly useful because you can scour book topics on your niche, and topics across a horde of different websites.

In this case I've found something I wouldn't have thought of.

0 of 15 keywords selected (15 visible)   ☑ Add all

website design	☐
website design 2022	☐
website design agency	☐
website design and development with html5 and css3	☐
website design book	☐
website design business	☐
website design for dummies	☐
website design for nonprofits	☐
website design ideas	☐
website design made easy	☐
website design marketing	☐
website design shopify	☐
website design software	☐
website design software for pc	☐
website designer mug	☐

One of the results it pulled up was "website design for nonprofits." Back when I ran a website design agency (yes, that was something I did) I had a wonderful experience working with nonprofits. It seems like nonprofits are looking for a website designer that is used to building sites for that type of organization.

This is HUGE and I guarantee that the competition wouldn't have thought of this. Now I can write a piece of content on website design for nonprofits, bringing those ideal customers I would like to work with into my website.

Twitter is really underrated and not talked about a lot when it comes to finding content ideas. Business owners share their content on social media, and you can see what topics are getting traction in your niche. This can give you a good idea of what your audience is looking for.

Head over to Twitter and in the upper right you will notice a search bar. Type in your broad keyword and you'll get some options:
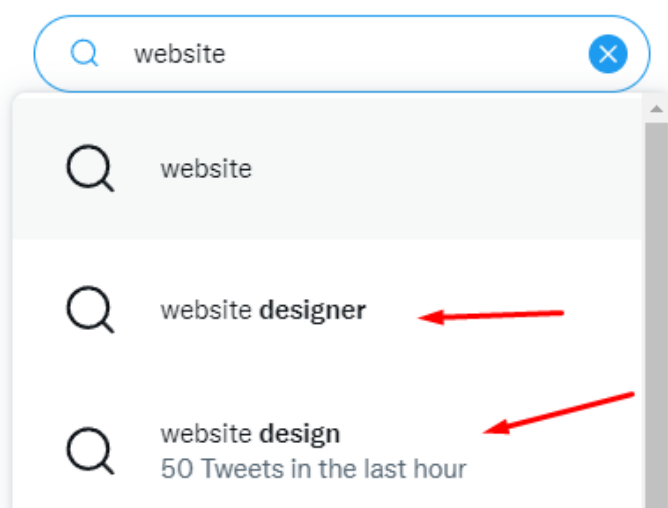
I'm going to choose "website design". You can see there were 50 Tweets in the last hour alone. What's interesting is that I immediately see a pattern with the Tweets. It seems like there's a lot of NFT websites being designed right now.

My feelings on NFTs aside…it looks like this is where the demand is. That's good to know. Besides that, I also see some Tweets on price and website design in specific niches. Now I have some other unique ideas for niche specific content bringing those people in.
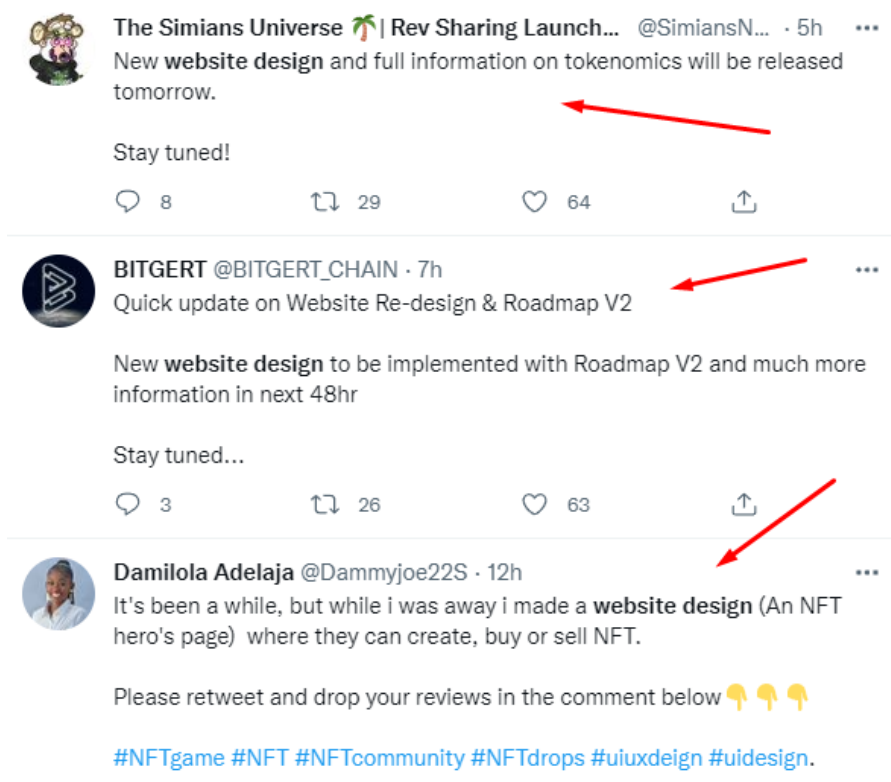
The NFT website design Tweets

A Tweet about website design in the legal space

Two more pieces of content I can now write that I wouldn't have otherwise ever come up with on my own.

Big figures in your niche are also great because they have a good handle on what people are looking for. This time we're going to search for people instead of a topic on Twitter. I'm going to do a search for "website designer" in the box.

I immediately find a well followed designer who is sharing their work on Twitter. This indicates prospects want to see projects you have worked on. Her clients are sharing her work and mentioning her on these Tweets:

I'm going to add "website design portfolio" to my topics list.

There are a million ways to get content ideas. Here is a full list of websites and resources you can use to gather topics:

- Google
- Keyword.io
- Twitter
- Answer The Public
- Reddit
- Quora
- Forums in your niche
- Podcasts
- YouTube
- Meetup
- Amazon
- Top blogs in your niche
- BuzzSumo
- Google Keyword Planner (inside Google Ads)
- Google Trends
- Facebook Groups

Content research takes active participation and trial and error. Experiment with these websites and spend some time reading what's popular in your industry. You'll quickly get a feel for what people want to read and will come up with some cool topics in no time!

DAY 8: CREATE SPECIFIC HEADLINES

Now that we have a list of content topics, it's time to come up with our headings. CTR or click-thru rate is extremely important when it comes to SEO. You can rank #1 all day long, but if nobody wants to click on your website in the Google search results you are going to drop. The goal here is to grab attention, captivate the searcher, and get them to click.

Here are the guidelines for what makes a good headline:

- Relevant to the search phrase
- Builds confidence it is what they are looking for
- Is compelling
- Not stuffed full of keywords
- Includes primary keyword
- Written for a human, not a search engine
- Is around 70 characters
- Doesn't have company name at the front

You want your headlines to pass through these guidelines. Not every heading is going to be perfect, I get that. But just keep these in mind when writing yours.

Yoast will warn you about character count. In my experience I've written headings that are less and more than 70 characters and I've always been fine. Still try to keep it around there, give or take a little bit.

You don't want to stuff the heading and have it be 100% made up of keywords. That's spammy and you will *not* get results if you do things that way. Again, write your heading for a human. Make it easy to read as well.

You *do* want to include your primary keyword. (The phrase people are typing in to find this content.)

I'm going to take an example topic and create a specific heading so you can see an example.

In this case my topic is "website design for nonprofits". Let's turn this into an exciting, attention grabbing heading.

Stunning Website Design For Nonprofits That Result In 230% Growth

Boom! Now *that's* an enticing heading.

Now this is NOT going to be a promotional piece. The goal isn't to sell them the entire blog post. Instead, I'm going to be including examples of what and what not to do, along with some showcases of websites I have already done.

This is getting ahead of this chapter, but this can help you brainstorm. I'm going to be writing out an example meta description for this heading.

So my title is:

Stunning Website Design For Nonprofits That Result In 230% Growth

For my meta description I'm going to do this:

Here are some game changing techniques and strategies you need to be using for your nonprofit to double your traffic and revenue.

You'll notice I'm not stuffing keywords, instead I'm giving them something to be excited about and getting them to click. This is key and what you want to do with your headings.

Go through the topics on your list you want to publish first and make headings for the top 5 right now. It's time to get some content published and begin generating traffic to your website!

Click through rate

DAY 9: WRITE YOUR FIRST BLOG POST

It's finally time! We have content ideas, headings that are optimized to get clicks…now you have to make the content itself. This is the exciting part.

The biggest mistake people make when first creating content is they write it right from the WordPress dashboard. This is a really bad idea because if something happens you can lose your work. I've had clients learn this the hard way when their host was having issues. There's nothing worse than losing a 2,000+ word blog post that you spent hours working on.

Always write your content in Google Docs, no matter what. Not only is it automatically saved but it is backed up to the cloud, and you don't have to worry about ever losing your hard work. Pull up a new document and set the name to the headline we made earlier.

You never want to just write willy nilly. I've found the easiest way to get words flowing onto the page is to outline your post first. I followed this same process for writing this book.

Start typing out headings with space in between. Try to organize the document by things you want to cover.

For example, some headings for my website design post would be:

- Introduction
- What nonprofits need in a website design
- Website design tips
- Things to avoid
- Need a website for your nonprofit? *(My call to action)*
- Conclusion

These are just to name a few. I typically have around 8 - 10 headings for a 1,000 word blog post. Keep each heading simple and easily readable. Some visitors like being able to skim your content. Make it easy for them to do so.

A huge misconception I see all the time when it comes to content is that people believe they need to hit a magic word count. While I do suggest making sure your content is *at least* 1,000 words, there is no magic number. You *never ever* should be padding to hit a word count. Don't fill your content with fluff.

Google Docs can show you your word count as you type. To enable this feature click on Tools, then Word Count. Check the box that says "display word count while typing." Now it will show you how many words your document has in the bottom left corner as you write it.

If you're struggling to write, ask yourself this question: **what do they absolutely <u>need</u> to know about this topic?**

Then seperate those things with new headings and before you know it you will have another page or two for your blog post. By delivering a lot of value, you will increase retention, lower bounce rate, and get more people to convert.

The key to creating content that will do well in Google is this: Make the content as good as you possibly can. That's literally it. If you focus on this and put creating good content above everything else, you will undoubtedly succeed with SEO. I promise you this.

There's a reason this book is well over 160 pages. I could have been lazy, not cared, and filled this with rehashed information at around 20 pages. But that's not how I operate. I understand that by providing real information from experience, giving as much value as I can, and teaching the most

important thing that moves the needle the most with SEO - I'm creating a tribe of people who will come back over and over again.

That's how you need to look at this. Do you want your content to create customers? Give them value.

In the upcoming pages we're going to optimize the content for SEO.

There's one optimization that should be done now, however. Google wants links in your content.

There are two primary types of links:

- Internal links
- Outbound links

Internal links are links that lead to other pages, posts, or content on your website. While the user leaves the page, they don't leave your website.

Outbound links are links that go to another website. These are sometimes referred to as "external links" as well in the SEO space.

As a quick side note, a really important SEO "hack" that a lot of people don't know about is to *always* have outbound links open in a new tab. You can specify links to do this inside the WordPress content editor. Don't worry about this for right now, once we paste our finished content into WordPress you can implement this.

The reason you want to do this is because Google sees users leaving your site as bounces. However, you can prevent links from having any negative impact on your SEO whatsoever by having them open in a new tab. That way, the user is still *technically* on your website.

Try to include at least one internal and outbound link for every piece of content. Internal links could be to a related blog post you've published, an infographic, or if you're just getting started out your contact page can suffice. Eventually though you want to be interlinking different content that is related.

Remember: Google ranks websites it sees as an authority. The ultimate goal here is to make your website *the* authority on the topic.

For outbound links, you want to link to anything that you got information from. For example, if your content includes a statistic make sure to cite your source. There are two ways to pop links into content.

There's this way:

https://localrankninja.com

And this way:

Check out my awesome SEO blog that covers awesome tricks, techniques, and tips.

You've probably seen this before online. The second way is how we want to format 99% of our links. Here's why.

When text is clickable it's called **anchor text.** We can tell Google what the link is about and build relevance. Google *does* look at this. You can optimize anchor text to include relevant search phrases or synonyms.

Alright, I've covered everything you need to know. Now it's your turn! Time to get writing. Remember that it's okay to take breaks. The first time you write a blog post it's going to be a learning curve. Take your time and remember to focus on quality over quantity.

DAY 10: OPTIMIZE & SCHEDULE YOUR POST

At this point your blog post should be 100% written in Google Docs. It's now time to move it over to WordPress. Open your document and press Ctrl + A on your keyboard, or click and drag to highlight the entire thing. Now copy it, and pop on over to your WordPress dashboard.

Click on "Posts" on the left column. Now click on "Add New". WordPress will open the post editor. Paste in the content and click on "Save Draft" in the upper right.

If you don't have the Yoast SEO plugin yet, go install that and resume once complete. I cover how to do that in the Local SEO section of the book, it applies for online businesses as well.

Back to the task at hand, it's time to add some images. You don't just want your content to be a giant wall of text. Nobody is going to want to read that. There's a reason why I included images in this book.

As a side note, make sure things are spaced out.

There's three options when it comes to images.

1. **Take them yourself** *(the best option)*
2. **Use free stock photos**
3. **Pay for stock photos**

Google loves original content. I've taken images for my clients before. Custom images add a charm to your content and pleases Google as well. It does take more time but in the long run it will pay off tenfold.

If taking photos isn't an option for you, the next best choice is to use free stock photos. [Unsplash](#) and [Pixabay](#) are two websites that offer free stock photos you can use. The downside to free stock photos is you may not find what you are looking for. Often when I'm writing content I have an image in my head of what I want to include with a paragraph of text. This can get really frustrating with free stock photos when you have to compromise, hardcore.

Paying for stock photos is expensive, but can get you exactly what you want and really high quality images. Unless you have some money you can spare on this, I don't really recommend it. Stock photos can add up quickly and cost upwards of $100 per piece of content you produce.

You want a good balance of images. You don't want to spam them all over the page, but at the same time you need to mix it up and make the content look less intimidating to read. A good rule of thumb is including an image every 2-3 paragraphs. This way there's still nice pictures but not every single part of your page has one.

Once you have some images saved, go ahead and upload them. You can click the plus icon inside the WordPress editor and select "Image" to add them inside your content.
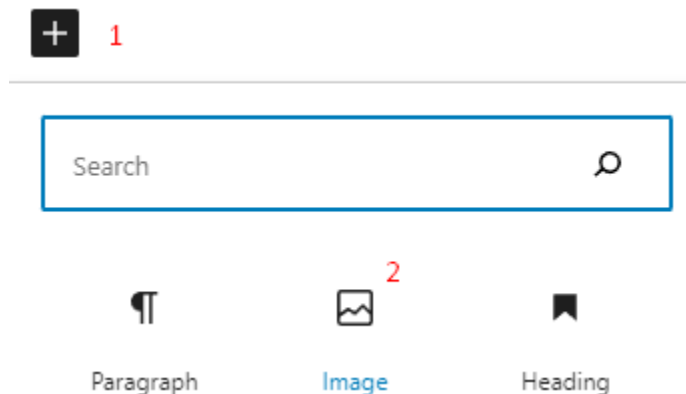
Once your images are added to your post, it's time to optimize them. Images themselves can rank in Google Images. Besides this, they help build relevance and optimize for related keywords plus synonyms.

Click on each image and click on "Replace", then "Open Media Library."

On the right hand side you'll have options to enter alt text, a title, and description. Alt text is short for alternate text, this is text that corresponds with the image. If you ever have moved your mouse cursor over an image on a page you've probably seen text pop up. This is where you specify that.
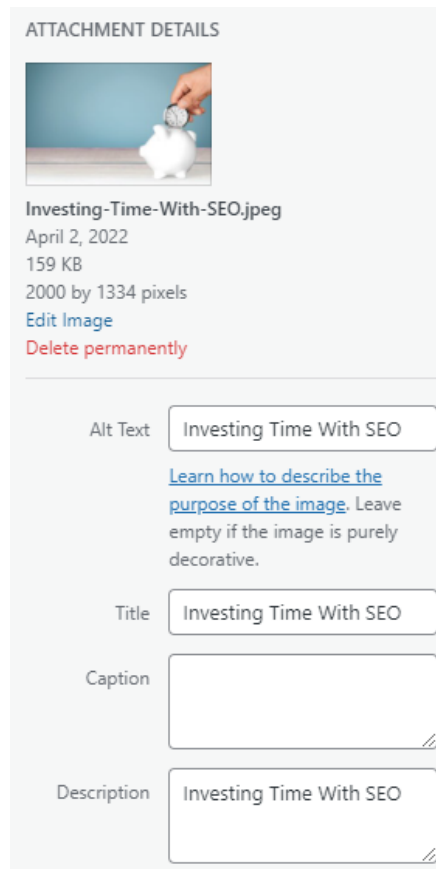
This is the primary area where you can optimize our image for SEO with text. Enter a related phrase or keyword to your content here. Under title and description you want to put synonyms to what you just put. If you're really rushed on time you can pop the same text in, getting a variety is the way to go.

Once this is done for every image on the page, it's time to fix our outbound links. As I mentioned in the previous section, you want to make sure all outbound links open in a new tab. Click on your link, and you'll notice there will be a switch for "Open in new tab". Make sure that is on and blue for all outbound links in your content.
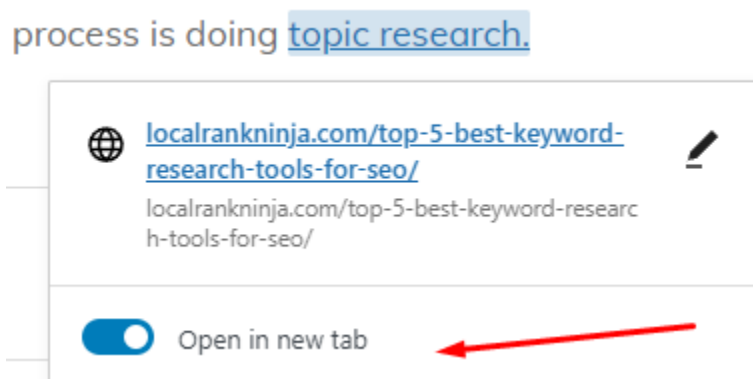
There's one image we need to add to our content: **a featured image.**

This is a picture that shows up at the top of your blog post. When your content is shared on social media, it'll automatically pull this image as a little preview to go along with the post. It's really important to include this to get the most SEO juice from your content.

You can create a featured image using Canva for free. Open up Canva and click on "Create a design". A good size for featured images is 1200 by 628 pixels. These dimensions are the most compatible with different WordPress themes and layouts.

I usually try to include a large photo that looks captivating, along with popping text on top of with our post title. Canva also has templates you can use on the left pane.
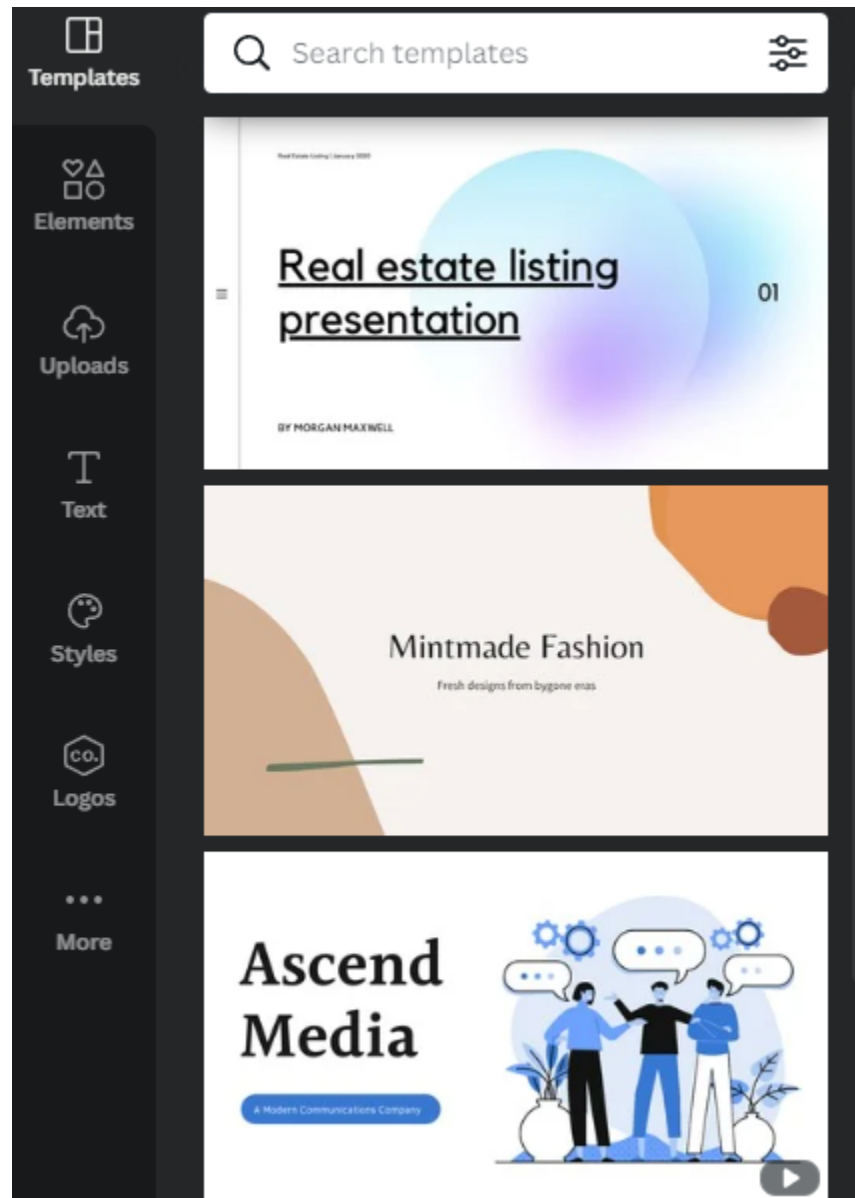
I'm going to create an example to show you how I design my featured images from scratch.

Website Design For Non-Profits

What You Need To Know

As you can see I also dimmed the background image to make the text easy to read against it. You can do this by dragging a square element onto the Canvas, then making it black. Move it behind the text by right clicking and selecting "Move Backward'. Then use the Transparency slider to make it see through. This will have the effect of darkening the image.
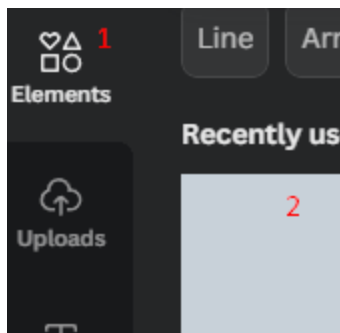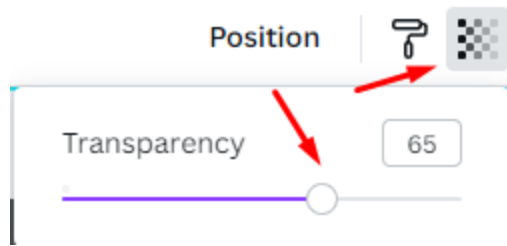
One your featured image is done, it's time to download it. Click on the Share button and then for file type make sure to choose JPG or PNG.
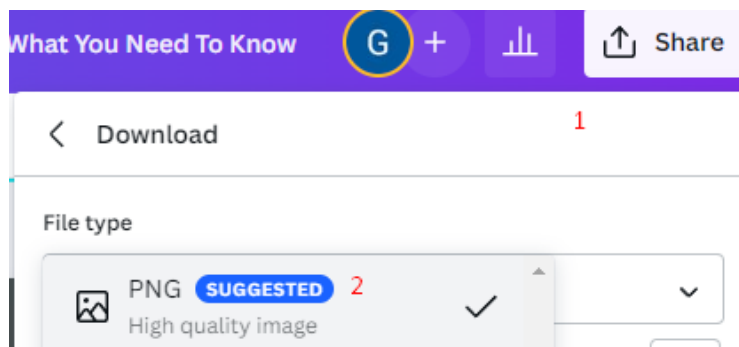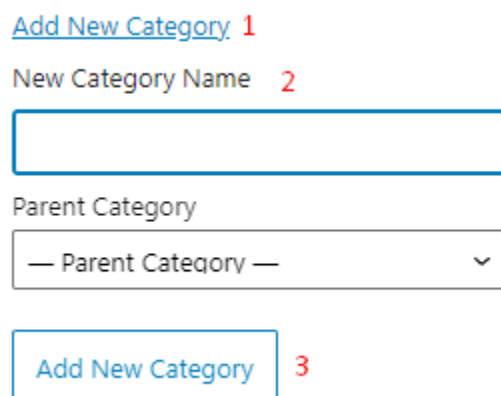
It's really important you save this file as the main keyword you want to optimize your post for. Having keywords in all image filenames that are added to your post is an important step in the optimization process. Once the file is renamed, go ahead and upload it.

You can add a featured image by clicking on "Set featured image" in the right pane inside the WordPress editor. You may have to scroll down a bit to see the option.
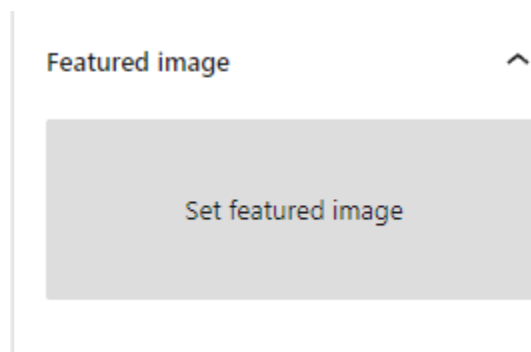
At this point I would hit "Save draft" in the upper right. You don't want to lose your work. Make sure to do that after every other step in the optimization process.

It's time to add more relevance to our post. Now we're going to add a category and some post tags. If this is your first time adding a category you will have to create one. Click on "Add New Category." Then type in a name and click on the "Add New Category" button at the bottom.

Add New Category 1

New Category Name 2
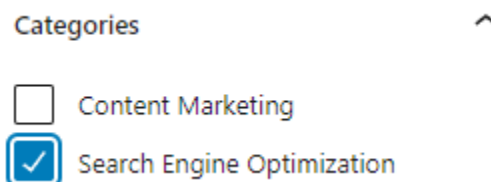
Parent Category

— Parent Category —

Add New Category 3

Categories are used to organize content via topic. For example, if you have different products you could add a category for each. Depending on how you set up your blog, users can view all of your content by category.

Once you've added a category relevant to the content topic, make sure to check the box next to it to select it for this post.

Categories ^

☐ Content Marketing

☑ Search Engine Optimization

Now that we have a category set up for our post, it's time to add a tag. Tags are kind of like keywords but they are used when someone hits the search

button on your blog instead. There's been a lot of debate over the years if this is something that Google looks at. In my opinion it is worth spending the minute or two it takes to add them. You want around 5 tags per post.

Right below Categories is Tags in the right pane. Enter a tag and hit the Enter key on your keyboard. Repeat the process for all five.

If I was writing a piece on topic research for SEO my tags would look something like this:
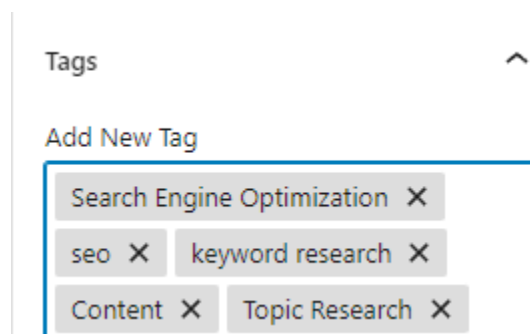
The next thing we have to do is add a focus keyphrase. This is the keyword we are telling Yoast to pop into our code. This will let Google know what search phrase we want our content to show up for. Scroll all the way to the bottom of the page and you should have a section for Yoast.
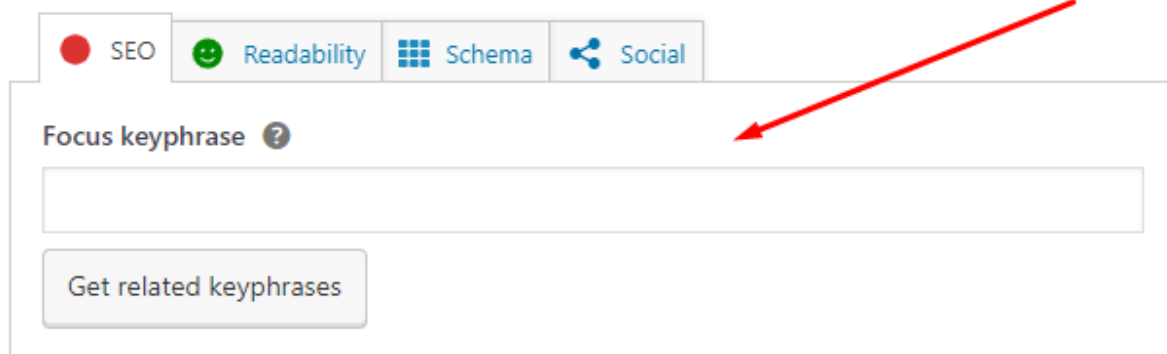
Enter your keyword in the box. Try to make this as close to what people are

typing in as possible. While we are on the topic of keywords, there's two main types:

- **Short Tail Keywords**
- **Long Tail Keywords**

Short tail keywords are search phrases made up of around 3 words. These are going to be the most competitive search terms to rank for in your niche. I don't recommend optimizing for short tail keywords until you have at least 10,000 visitors a month coming to your website.

Long tail keywords are search phrases that are generally considered to be 5 words or more. These are within the golden area we want to be operating in. These are generally less competitive and you have a higher chance of ranking for long tail keywords.

With that being said, make sure to type a long tail keyword into the "focus keyphrase" box. If you don't know how to make your phrase at least five words, try adding some specificity to it.

For example, "website design cost" is 3 words. That phrase is 100% going to be oversaturated and impossible to rank for if you are a new website. Instead, I should optimize for something like "website design cost for small business". It's more specific and not as many people have hit that one.

Now that our keyword is in there, it's time to specify what we want Google to show in the search results. Right below focus keyphrase there is a section where you can optimize your page title and meta description.

It's important to note that while we can specify this, Google doesn't have to use what we give them. They can still pull a section of our page to use instead. Despite this, generally I find that if the quality of the content is good - Google *will* in fact use what we put here.

For SEO title I would backspace all the default parameters Yoast SEO has popped in there. We just want to put the heading we wrote earlier in one of the previous sections.
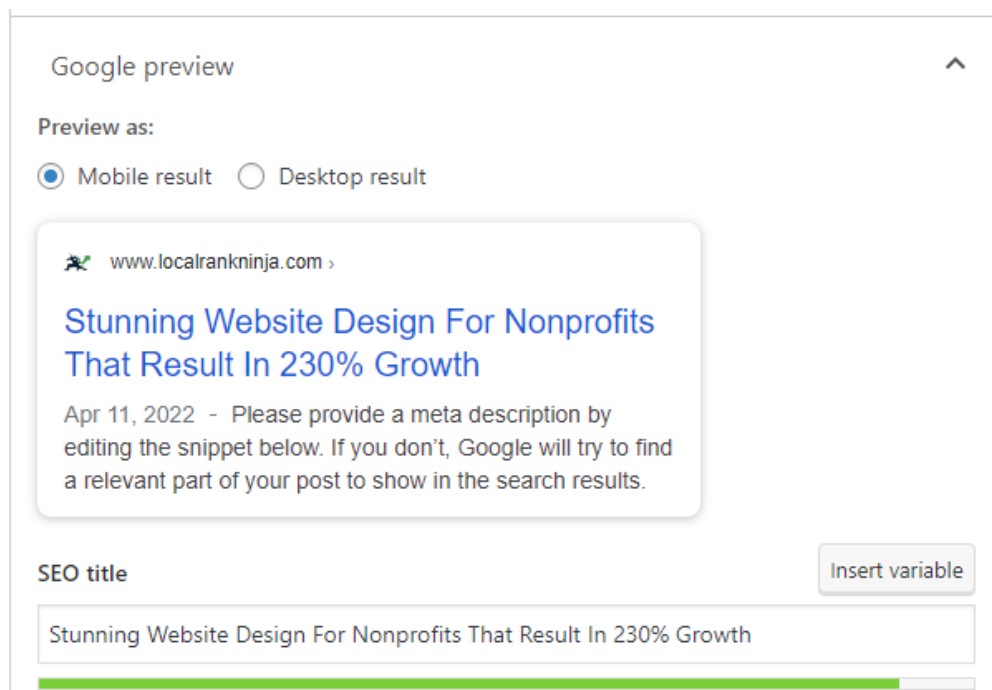
You'll notice that Yoast has a nice little preview box. You can see what the result will look like on both smartphones and on computers.

Now it's time to add a meta description.

Again, just like with our heading we want to give people a reason to click. Make sure to showcase that this content is not only relevant to their search, but that it's going to solve their problem. You also want to include your focus keyword in here. It doesn't have to be all together, it *can* be split up. As long the words are in here you're good.

As you can see that is too good not to click! I'm literally giving them designs that they can use. I address their pain point by mentioning it's difficult to have a website that is effective as a nonprofit. This is how you need to approach your meta description.

There's one more piece in Yoast we have to optimize. That's the slug found right below the SEO title. Slug is just another word for web address or URL. Basically we can specify what we want this post link to look like.

The key for a good slug is to have around 5 words with enough of your focus keyword that Google understands what this content is about.

Here's what my slug looks like for this example post:

Slug

stunning-website-designs-for-nonprofits
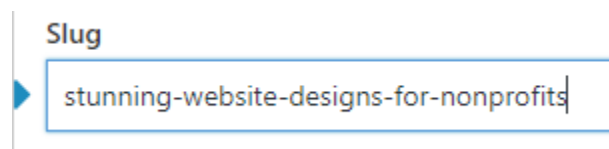
It's time to schedule our post. The reason we don't want to publish it outright is because authority websites publish on a consistent schedule. Not only is Google looking for this, but as you build an audience they will usually read your content around the same time.

Having a posting schedule also gives you some legroom if things are super hectic in your business or you happen to fall behind. It helps your team stay organized as well and not be all over the place.

The cool thing is WordPress has scheduling built right in. Scroll all the way up in the right pane. Under Status & Visibility there's an entry that says Publishing. Next top it is "Immediately" in blue. Click on that and you can specify a time for your content to go out.
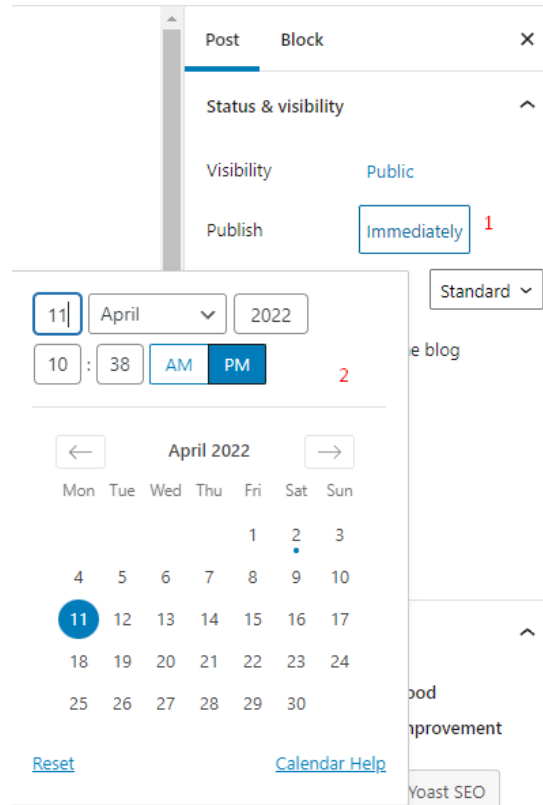
For times I recommend aiming for afternoon or evening as that's when most people are out of work and at home. Once you have a time entered, go ahead and click on the blue "Schedule…" button at the top of the right pane.
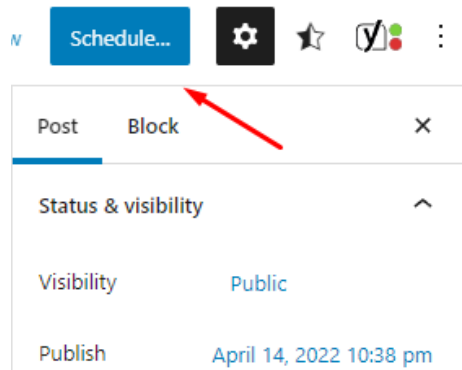
Take a minute and pat yourself on the back! Your content is finished and on your website.

DAY 11: PROMOTE YOUR CONTENT

After all the work you put into your content, why not get more for what you put in? Besides just publishing content, promotion is important. You want to get your latest blog post in front of as many eyes as possible.

The easiest way to do this is through your social media profiles. Once the content is live on your website you want to blast a link out. Make sure to include hashtags in your posts for maximum visibility.

There's a great free tool called Hashtagify that shows you hashtags with the most volume and interest. Think of hashtags like keywords, they're little groups of words that give content visibility online. It's important to add these along with your post.

According to Hashtagify, good hashtags for my post are #webdesign #design and #nonprofit. Keep your hashtags as relevant as possible to your content topic. Generally you only want to use around three of these. Don't spam them.

I'm going to share a really awesome hack with you. Since you're scheduling your WordPress content, you can actually schedule social media posts to go out as well. There's a neat free tool called HootSuite that lets you post to multiple social media profiles at once. It also supports scheduling right in the tool.

The downside is if you want to post to more than 2 profiles, you need to upgrade to their paid plan. I've used their free version for years and find it easy to use and reliable.

Book Update 3/11/23

Unfortunately HootSuite has removed their free plan, which is unfortunate. I always get annoyed when big tech companies do this. For years, I have taught students and clients alike to use their free plan.

Luckily I have an alternative for you that is in fact free.

SocialBu is a similar tool that allows you to connect up to 2 accounts with their free plan. Their tool allows you to schedule posts, and even gives you hashtag suggestions to get your posts more visibility.

It can be hard to find their free plan on their website. You need to go to this link:

https://socialbu.com/pricing

Once on the page, scroll down to the pricing table. At the bottom there is a button under the "Free" column.
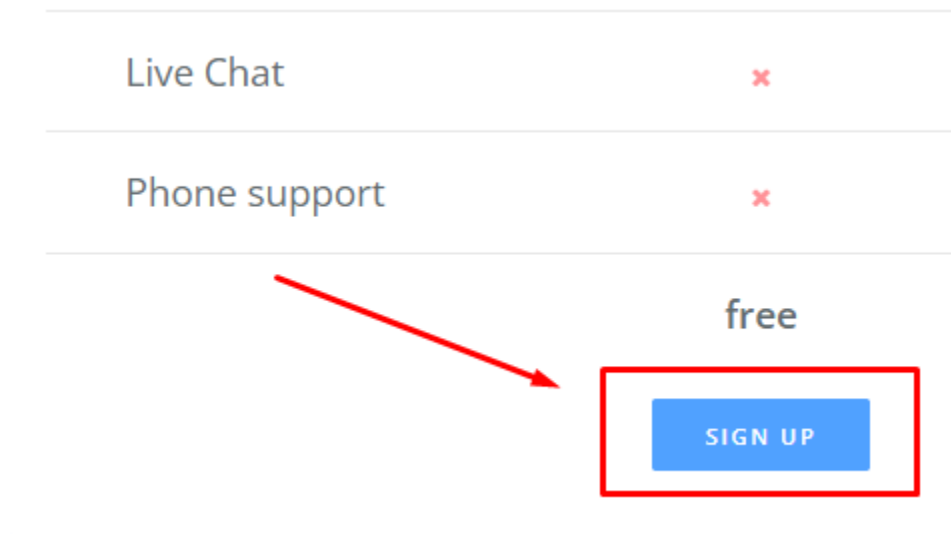
I am in no way connected to SocialBu, nor do I get anything for telling you about them. it's just the tool I now use instead of HootSuite. Honestly, the free plan works for me and I don't recommend upgrading unless you really care about the features (or linking more than 2 accounts.)

You can always create more than one account by using the good old +number trick with Gmail email addresses. If you aren't familiar, you can sign up for multiple accounts on many websites by adding + and then a number to the end of your email address. For example, if my email address is:

gabrielmillertech@gmail.com

I can sign up for another account using:

gabrielmillertech+1@gmail.com

…And so on.

I could even have four different accounts:

gabrielmillertech@gmail.com
gabrielmillertech+1@gmail.com
gabrielmillertech+2@gmail.com
gabrielmillertech+3@gmail.com

And yes, before you ask Gmail will still properly deliver the email to your inbox - even if you add a number to the end.

Besides social media, there's somewhere else you want to make sure to promote your content. If you are a local business, it's essential that this gets shared to your Google My Business listing as a post. Make sure to post it exactly as you would on social media but without hashtags. Include your featured image by uploading that along with a link to the post.

For category, select the "What's New" tab. I always like to add "Learn more" as the call to action for informative content pieces. Here's what my finished post looks like for Google My Business:

DAY 12: WRITE A GUEST POST

Besides content on your own website, you also need to be creating links across the web to your site. This is done through guest posting, where you write a blog post but publish it to other sites instead. Essentially you are giving them free content in exchange for a link back to your website.

I'm sure you've heard the word "backlink" in the SEO space before. This is how you properly get backlinks, and the only thing you should be doing to try and get them. This is a backlink method that Google themselves approve of, since you are providing value to searchers.

Take a minute and open a new Incognito window in Google Chrome. Look up blogs in your niche. For example, if I was in the pet store niche I would be looking up "pet" blogs. If I was in the website design niche, however, I'd want to look up blogs about business and entrepreneurship.

Remember: The goal is to get in front of people who are your ideal customers. While guest posts do great for your SEO, they *do* also bring traffic into your website. If I'm a website designer, and I make money by building websites for business owners then there's no point in me getting in front of other website designers. That's not my target market.

Jot down the top 10 blogs that you come across. These are the ones we are going to try to guest post in. Look at the type of posts you see on their websites to get a feel for what kind of content their audience likes.

A lot of teachers in the SEO space tell people to go out and start spamming these websites with the same messages they've seen a million times that look spammy and annoying. We're not going to do that.

Before you do anything you want to have something to show the website owner. Go ahead and write up the content first in Google Docs. Write it just like a normal blog post you would publish to your own website. Make sure to fill this with value and slip in a clickable link at the end, but don't go out of your way to draw attention to your call to action.

99% of the post should be about giving their readers as much valuable information as you can. Once the post is complete proofread it and make sure it is the highest quality content you can produce. Remember: These guys get bombarded all the time with requests to guest post. Your content needs to stand out from the rest.

Now it's time to reach out to the owners of these blogs.

DAY 13: SEND OUT YOUR GUEST POST

It's time to contact the website owners. Open each blog website and find their contact information. There's usually an email or contact form somewhere on the website. Oftentimes you will find what you are looking for in the footer.

Going with my pet shop example, Adopt A Pet has a "Contact" link in the footer on their blog:
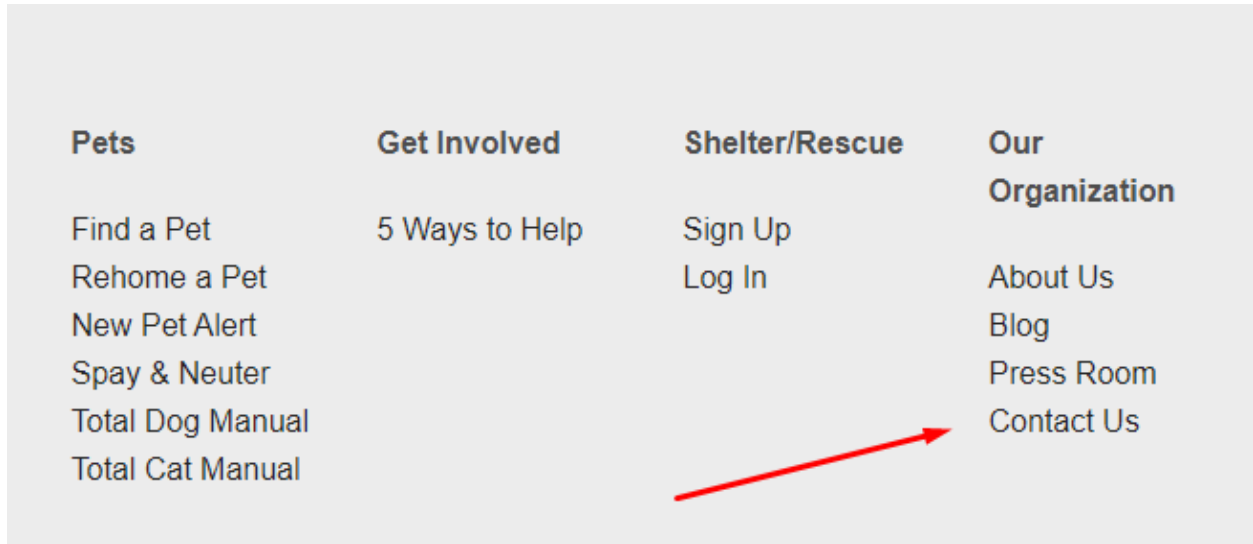
Upon clicking it, I can see an option that will give me their email address.

You don't want your email to look spammy. The key is to take your time and write this out. I would get straight to the point about why you are emailing them.

Here's along the lines of what I would fill out:

Subject: Adopt A Pet Blog

Body:

Hello,

I love the blog. I wrote an awesome piece of content I am super proud of on how to spot issues with pet food. As a pet shop owner, I think this could really help your readers with avoiding food that could be potentially harmful for their pets.

Here is a link to check it out in Google Docs: **LINK**

If you allow guest posting hopefully you can publish this on the site.

Thank you for your time,

Gabriel

As you can see, one of the things I really go out of my way to highlight is **how this can help their readers.**

Make it about them and not you. Also, I mention the blog right away along with the fact I wrote a post. I submit a link to it along with being specific with the words "guest posting". If you follow this format and stick with it eventually you will find a site that will publish your guest post.

I'm not going to lie: guest posting takes a lot of sending emails and not hearing anything back. Eventually one will bite though. Be persistent and you will be rewarded with traffic and SEO juice that will bump your website to the top of search!

I prefer to outsource guest posts. Guest posting takes a lot of time to do outreach and sometimes it's easier just to pay to rest easy knowing your content will get published on niche relevant websites. There are a lot of awesome services that do outreach for you.

The HOTH is a big name in the SEO space. They do [guest post and blogger outreach as a service](). 1 guaranteed guest post starts at $100 and goes up depending on how strong of a domain you want to be published on, how many words your content is, and the quantity of posts.

Their service can get a little expensive, as a 1,000 word blog post on a domain with a domain authority (DA) of 30 is $225. Another option is [OutreachMonks](), although they're not as well known as The HOTH. I don't recommend Fiverr as they will post your content on their own websites that have bot traffic and aren't ranked well at all.

The goal with guest posting is to get posted on real, legitimate authority websites in your niche.

Ideally your goal should be to get a guest post published every month if you can in your business.

DAY 14: SET UP CALLS TO ACTION

Remember: Your SEO serves as a vehicle to achieve your business goals. If it doesn't there's no point to any of this. Regardless of whether you want people to call your business, buy a product, click on an affiliate link, opt in to your email list…you need to direct them to do so. It can't be buried in an obscure section of your website nobody looks at.

Take my website, https://localrankninja.com. If you have been on my site at all you probably notice something pretty obvious: I want people to opt-in to my email list. You want your calls to action to be visible!

A golden rule of thumb is to put a call to action at the top and bottom of every blog post, on your blog sidebar, and as a button that stands out in your top menu *at the very least*. This should stick out from every other part of your website.

It's really important you implement this. Let's start with the top and bottom of every blog post. Every time you write a piece of content you can add a button using the built-in editor in WordPress.

Simply click on the plus to add a block, type "button" into the search box, and then select "Buttons":
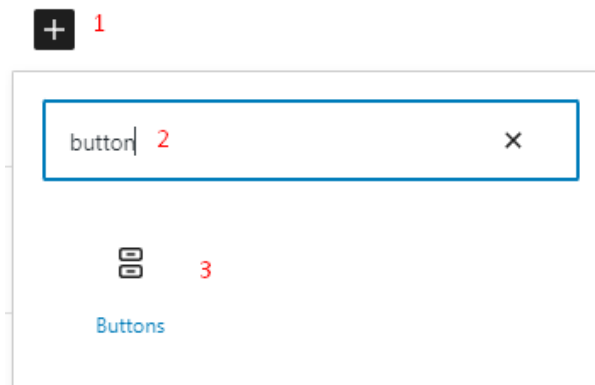
And just like that - a button has been inserted into your post:
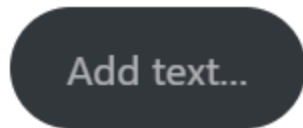
Add text...

It's time to customize it. Click on "Add text…" to specify what it says. Make sure to put in what it is you want them to do, but write it in a "flashy" way. If my goal was to get phone calls, I would write something like this:

Call Us For A Quote >>
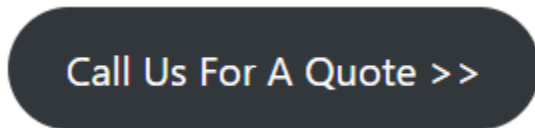
To change the color of the button click on it and then on the right hand pane click on "Color":
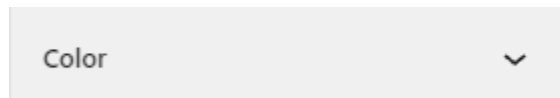
Color ⌄

Here you can choose both the background color and the color of the text as well. Click on "Background" and choose a color. Red is statistically known to be a color that gets a good click thru rate in the marketing world.

Call Us For A Quote >>
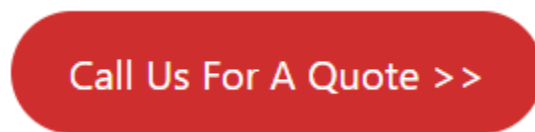
Once you have your button looking how you want it, there's one more step. We actually have to make this button do something! Click on the "Link" option to add a destination:

If you want phone calls, you need to use the tel: trick. I explain how to do this in the local SEO section of the book in "Adding Phone Number To The Top Menu".

For everything else (links) pop in the URL to the page you want them to go to. It's really important that we check "Open in new tab" here.

This way people are still staying on your website in a tab. If you don't do this, it will affect your bounce rate and could negatively impact your SEO. Google sees users leaving your website as a bad thing, and sends a signal to Google that one of two things is happening:

- Your website is low quality

OR:
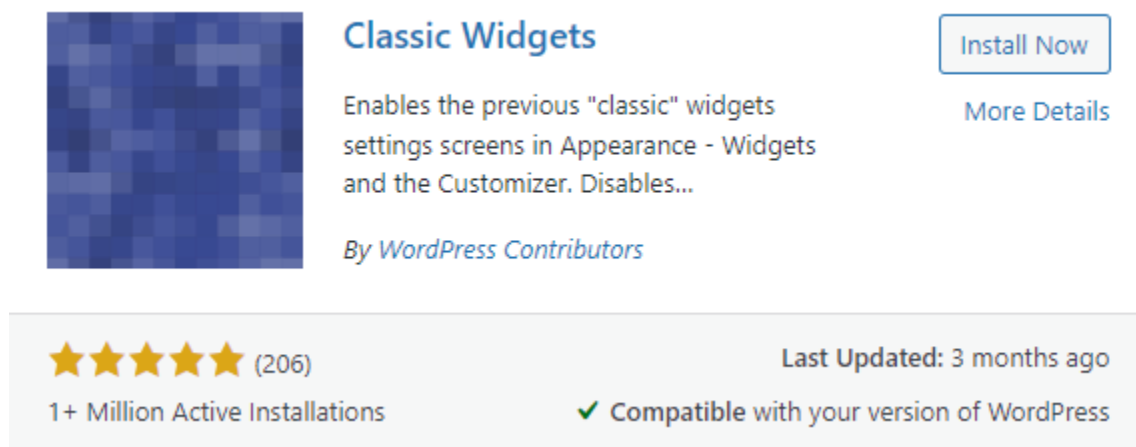
- The piece of content they were visiting didn't solve their problem

Any external link should almost ALWAYS be set to "open in a new tab". This doesn't apply to internal links that go to another page on your website, since the user didn't technically leave your site.

Alright, buttons in our content are now implemented. Let's add calls to action everywhere else we can to increase the amount of conversions on our website.

Next up is the blog sidebar. Before we do this, WordPress recently made a change a lot of people are unhappy with. They removed the widgets part of the dashboard everyone was used to and used for years. We're going to bring this back as it's going to make this process easier.

Click on "Plugins" in the left column of the WordPress dashboard. Then click on "Add New". In the search box type in "classic widgets." Select this plugin here and click on "Install Now":

Once the install is done, click the blue "Activate" button. Now head over to "Appearance" in the left column. Then click "Widgets".
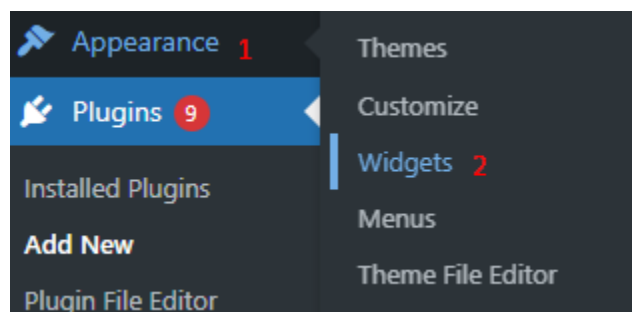
On the left you will see "Available widgets" with a list of different elements you can use. On the right there will be a section for "sidebar" widgets. Click and drag "Image" onto the section on the right.

Once done it will automatically drop down and there will be two options: One for a title and one for an image. Now open a new tab and head over to this button generator tool. I've used this many times. DA Button Factory is a nifty free website that allows you to create nice looking buttons.

On the left you can customize the button text, font, and padding.
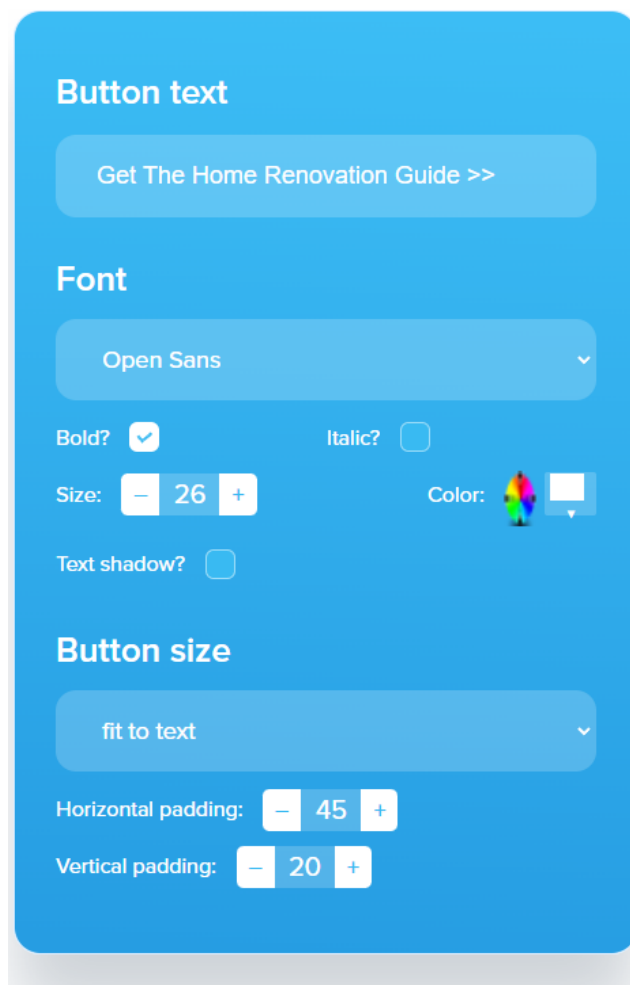
For this example I am going to be offering a guide on home renovation. This is a great option for my construction SEO client. Prospects who are

considering home renovation want a guide on what to take into account when spending that kind of money. It's important to note here you want your call to action to appeal to your visitors. That's what's going to really determine if you get a lot of clicks or only a few.

Back to the button, the tool is showing me a preview of what the button will look like:
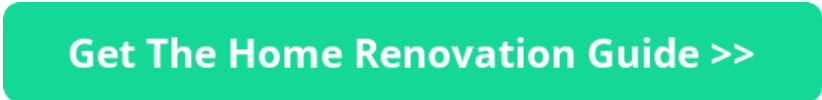
You can also change the color on the right hand side. There is also an option for some effects if you want to make the button fancy. I'm going to enable the "Shadow" one.
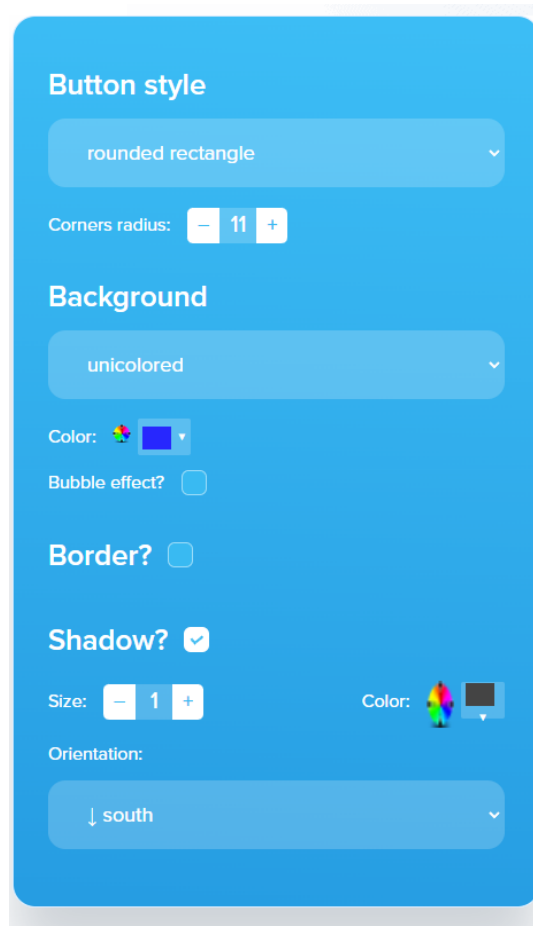
Here is what my button looks like after making those changes:

Get The Home Renovation Guide >>

I'm going to go with a blue since that is the color scheme my client uses on their website and this shade pops nicely to draw attention. Once your button is customized to how you like it, go ahead and click on the "Download" option.

⬇ Download

Head back to your WordPress dashboard and select the "Add Image" option. Browse to your image and upload it. Below the image there will be a "Link to" box. Pop in the destination you want this button to go then click on the blue "Save" button:
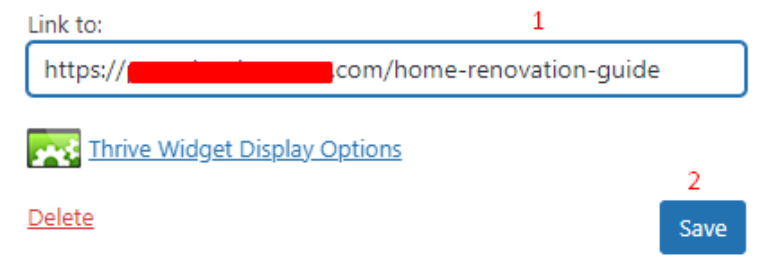
We've done it! All that's left is the button in the top menu of your website. Head over to Appearance and this time click on "Menus". The key here is adding the button to the far right part of your top menu. Select your menu from the dropdown at the top:
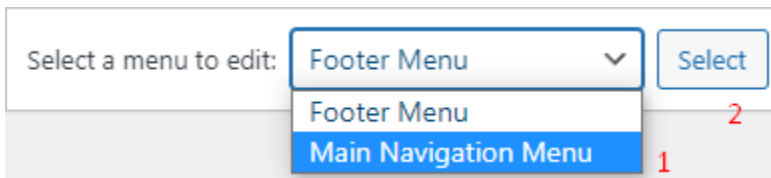
If the destination of your call to action is an existing page on your website, click on "View All" tab on the left under "Pages".
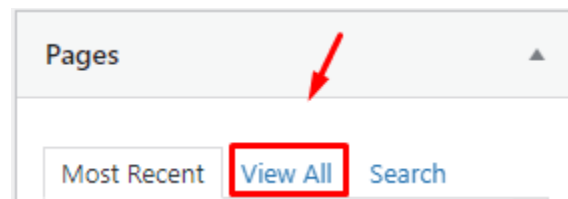
Check the box next to the page you would like to add to the menu, then click the "Add to Menu" button.
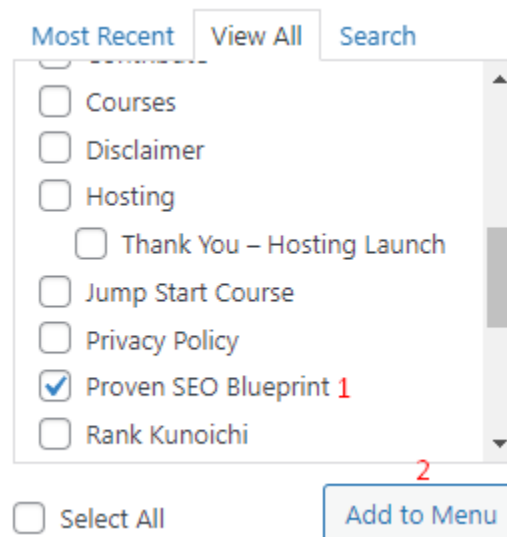
Then drag the menu item to the bottom of the list. That will ensure it is shown on the far right of the menu. The last thing to do here is to click on the blue "Save Menu" button in the bottom right part of your screen.

Now ideally you want this to be a different color so it stands out from the rest of the menu. Implementing this can get a bit technical, however. I recommend watching this video by YouTuber tipswithpunch.

DAY 15: ADDING A FAVICON

An important piece of branding business owners often forget about is a favicon. Also referred to as a siteicon, this is a little picture that shows up for your website when people bookmark it. It also shows up in Google Chrome tabs. Here is mine:
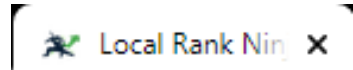
Let's enlarge that and make it a bit bigger:

As tiny as that is it *does* have an impact on SEO. It's very easy to implement so we're going to be doing that now. My siteicon uses a part of my logo. As a quick recap, this is my logo:

If your logo has a symbol like mine, you have it easy. If not, you're going to want to find one that closely resembles your business. I suggest using a website like Icons8 that has copyright free icons you can use.

You should have your logo with its symbol or an icon from Icon8 before proceeding to the next step.

We're going to be using Canva to resize our logo. It's free to use and requires no download - unlike Photoshop and fancy image editors.

Click on "Create a design" and select "Custom size".
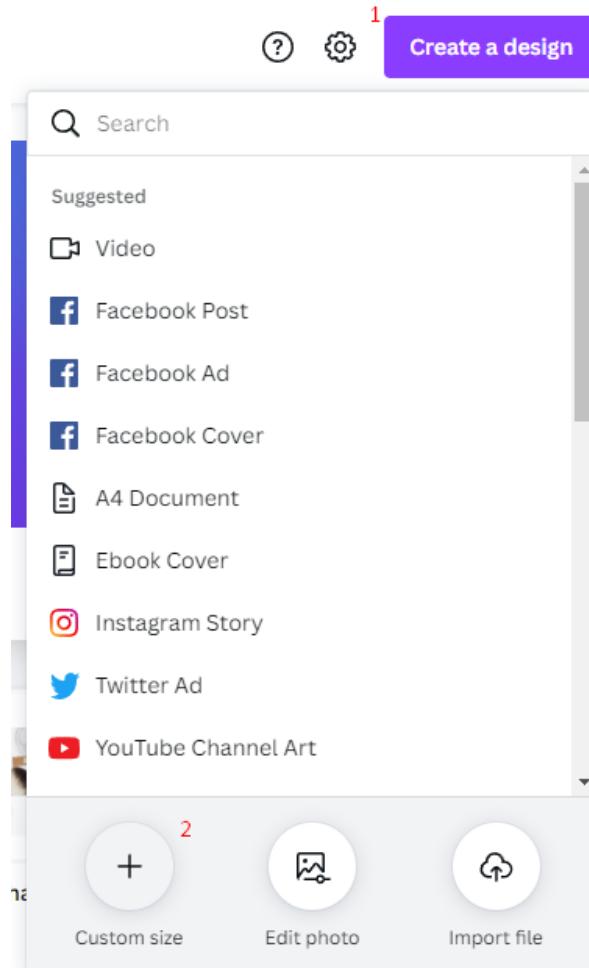
Enter 512 by 512 pixels and click on "Create new design".

Now we're going to upload our logo or icon. Click on "Uploads" on the left hand side. Then select "Upload Media". Browse to your image and double click it.

Once your image is in Canva drag it over to the canvas to begin editing. For logo you are going to want to crop it. This can be done using the "Crop" button in the upper left top part of the screen:
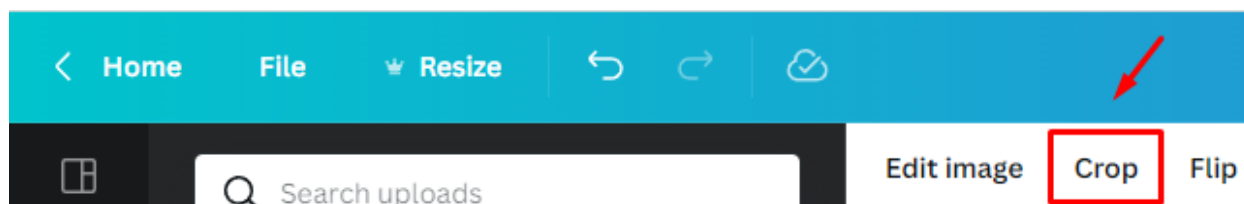
Crop out the rest of the logo so only the symbol is left. Then use the handles in Canva to resize it to match the full width and height of the canvas.

For an icon we're just simply going to resize it so it's 512 by 512 pixels.

Once this is complete it's time to download the finished product. Click on "Share" in the upper right hand corner.
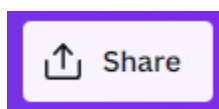
Now click "Download". For file type select "PNG" and click Download. Canva will render the image and download it to your computer. Now it's time to add it to our website.
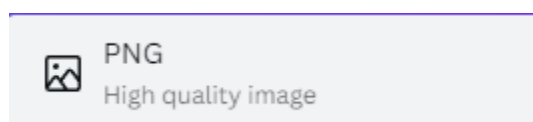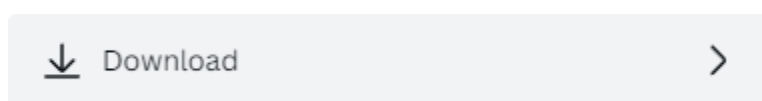
Head over to your WordPress dashboard. Once inside we're going to go to "Appearance" in the left column. Then select "Customize".
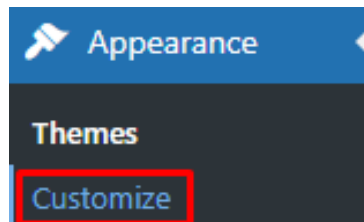
Click on "Site Identity" on the left pane. The option at the bottom will allow you to choose a Site Icon. Click "Select site icon" to upload it:
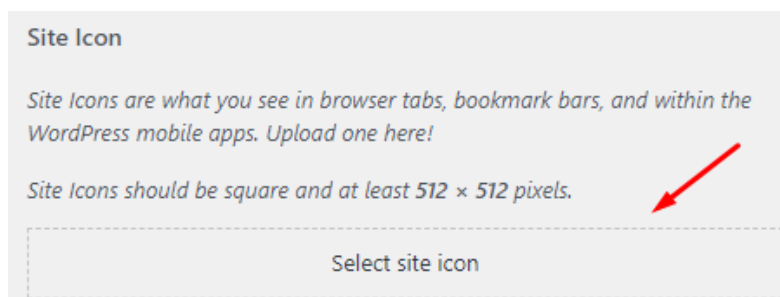
WordPress may ask you to resize the icon. Feel free to crop it if there is a lot of white space. The icon should be right up against the edges of the borders of the box.

If done correctly you should see your site icon appearing in the preview the plugin shows:
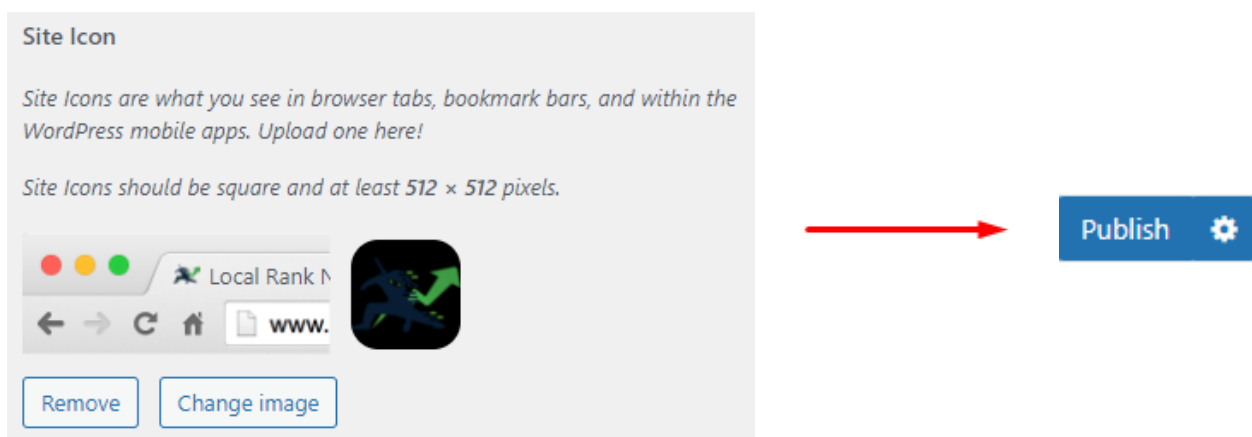
Click on the blue "Publish" button in the upper right to save your changes.

NATIONWIDE & ONLINE SEO CHECKLISTS

Here are the weekly and monthly checklists for online SEO. Finish implementing everything in the book first, then make sure to continue with this if you want your results to stick, improve, and grow over time.

WEEKLY SEO CHECKLIST

☐ Create and publish 3 blog posts minimum (1,000+ words each)
☐ Share and promote your posts on social media
☐ Send 5 outreach emails for guest posting

MONTHLY SEO CHECKLIST

☐ Publish one guest post
☐ Check Google Analytics to measure content results
☐ Check Google Search Console for any errors
☐ Run a broken link check with Broken Link Checker plugin

☐ **BONUS:** Backup your website with UpDraftPlus plugin

TEN TIPS FOR DIGITAL MARKETERS AND SEO PROVIDERS

As promised, I want to make sure I address the most important things I have learned from my personal experience of working with hundreds of business owners on their SEO. Some of these you may already know, but there should be some hidden gems in here that can help give you an advantage in your business or agency. Without further ado, here are the ten most valuable tips for providing SEO for businesses:

#1 - You Need To Stop The Tech Speak

Do you want to know why business owners loved working with me?

It wasn't because I delivered amazing results, or did something so incredible I tripled their revenue in my time working with them (although I did these things regularly and these definitely do make clients happy, don't get me wrong…)

It's because of this: **I didn't overwhelm them with tech gibbly gook or jargon every time I sat down with them.**

Average, everyday people absolutely HATE this. For one, they don't understand what it is that you're doing, and it's a great way to actually lose trust with your clients. It's also incredibly overwhelming and makes the experience of working with you far less enjoyable.

I like to use analogies with my clients and try my best to explain things in the simplest ways possible, and that's how you should approach things as well.

#2 - Some Services SHOULD Be Whitelabeled

You have better things to do with your time than to manually create, submit, and fill out hundreds of citations for clients. This is something that you should be outsourcing in your business, as a general example. Running or working at an agency should be about bringing freedom to your life, not taking away from it.

Submitting 100 citations takes hours of time that you don't have. Your time should be spent on the most high leverage activities in your business that make you the most money, not manual work.

There are many great services out there that will do SEO services for your clients at a very affordable price. Since citations are just submitting business information, it's hard to mess up. I highly recommend checking out [CitationBuilderPro](https://localrankninja.com). They can create 100 citations for you for only $65. 100 citations could absolutely be billed at far more than that.

(As a disclaimer: I am not affiliated with them. I have just had great experiences using their service. I get nothing for telling you about their service.)

Alternatively, Yext has a [reseller program](https://localrankninja.com) that is worth it if you have a large amount of clients. You may want to look into it as it allows you to fix citations easily and always update them for your clients. It is definitely not the cheapest option for them and some people may not want to pay the price, even at the reseller discount you can give them.

#3 - It's Okay To Fire Some Clients.

If a client isn't going to listen to you at the beginning of the relationship, that's not going to change later on. Trust me, it's better to get out early if you have a client like that. This would have saved me from a lot of headache and frustration early on if someone had told me this.

I would sit down with them and confront them about this in a respectful, calm way. Tell them straight up you are talking from experience and are reporting how it is, you don't make this stuff up. Remind them you want to see them get results but SEO is a process that they need to be willing to follow alongside you and work with you to achieve the goals they want.

As a side note, I get a lot of pushback from business owners when it comes to content creation. While I certainly can research the topic myself, they *are* the experts when it comes to this niche. I couldn't for the life of me get some business owners to sit down with me and give me some information as I was writing a blog post.

Your clients have to understand that this is a journey they have to be present for. There are going to be times where you will need various things from them, and they need to set aside the couple minutes it takes to get you what you need.

If you are in a position where you cannot afford to fire a client - don't worry, I get it. I would, however, strongly advise to at the very least outsource all of their SEO to a whitelabel agency. That way it's less off your plate and the only work you have to do is communicating with them.

#4 - Consider Other Traffic Sources For Acquiring Clients.

Yes, we're SEOs. That's what we do, and hopefully if you're offering this as a paid service to businesses you are good at it. However, there's a tiny problem when it comes to doing SEO…well, in the SEO space itself.

The Competition Are Just As Good As You.

This makes getting clients for our SEO services through Google mission impossible. In most niches we service, the competitors for our clients are usually not super tech-savvy and barely have any optimization in place. That certainly isn't the case in the Search Engine Optimization nice!

Yes, we can publish more content than them. But do you really want to be writing 3,000 word blog posts every single day…? At some point, it's just not worth it.

Branching out and using paid traffic methods like Pay Per Click advertising (PPC) can be a great investment if you learn the skillset. It also makes you a much more powerful marketer with yet another incredible traffic generation tool in your belt. Google Ads is easier to pick up since you already have an understanding of search engines and what search results are.

It's a massive flex if you can rank #1 for SEO services in your city organically. It IS in fact possible, and I have seen people do it before. If you live in a big city, you may not be as lucky.

#5 - Build A List With Lead Magnets

Give value from prospects and demonstrate your authority before turning them into customers. This will set you apart from the competition who most likely isn't doing this, and builds trust with business owners. Explain SEO in simple terms in your lead magnet.

If you don't know what a lead magnet is, it's basically a free gift someone gets in exchange for filling out a form with their email and name. This builds reciprocity with your visitors, who then go through the lead magnet. The purpose of this resource (it could be an eBook, video course, or infographic) is to demonstrate your knowledge about SEO.

A huge advantage of building this is you can upload this list to paid advertising services like Facebook Ads and have its algorithm target a similar audience. You can even go a step further and create a list that subscribers get moved to automatically once they do buy services from you. This is done with list automation which most major email marketing providers have included as a feature. This way, you can target buyers with ads and increase the amount of paying customers you get in the bigger picture.

An email list is an asset that grows with your business. If you are ever short on money, all you have to do is email an offer to your list. During holiday times of the year, you can do a special deal and blast it out to your customer database. Aweber offers [free email marketing](https://) with lists up to 500 people without having to pay.

> **NOTE:** A commonly accepted statistic is that the average email subscriber is worth $1 per month. Now that might not sound like a lot, but now imagine you have a list of hundreds if not thousands of people. How much revenue would that add to your business...?
>
> It's very easy to implement this, you can simply add an opt-in form to the sidebar of your blog and calls to action at the top and bottom of all blog posts. This can be incorporated into your WordPress theme, then you can sit back and generate more results from the content you already have.

#6 - Use Live Chat On Your Website

Live chat is widely underused and I still don't understand why. It's super easy to implement and there are free live chat services that you can have built into your website in as little as 15 minutes! Here's why you may want to include live chat on your website:

- Customers who use live chat spend up to 60% more per purchase than those who don't
- About 69% of shoppers in the U.S. demand live chat
- Live chat is the number one service choice for shoppers (between 18 and 49)
- Around 73% of customers find live chat the most satisfactory form of communication with a company
- Millennials are 20% more likely to use live chat
- The global live chat market is projected to reach $987.3 million by 2023

(Statistics from: https://99firms.com/blog/live-chat-statistic)

Especially as an agency, there is a high likelihood prospects will be spending a few minutes on your website. Take advantage of this and have a live chat option for visitors. This will increase your conversion rate tenfold!

There's no reason not to use live chat. I've seen insane growth in revenue while working with clients simply by incorporating this feature to their website. The benefits far outweigh any cons. It's 100% worth the short amount of time it would take to set up.

[MyLiveChat](#) is an excellent service that allows you to get started with live chat for free, no credit card required. I do recommend upgrading to a paid

plan if you are satisfied with their service. I've used them for many client websites and my own, and have had a great experience with their software.

#7 - Show Off Your Work

One of the best things you can do to build trust and get people to want to do business with only you is to show off your results. If you've ranked websites #1, take a screenshot of the search results! Compile a page showcasing all of the websites and properties you have ranked across the web.

Case studies are also a great format for this page. You can have a gallery of different projects, and individual pages that go into the specifics. For example, you can highlight where the project started and how they were doing before you started working with them versus where they are now. This format works really well and showcases the power of your service and working with you.

Having an open portfolio like this shows prospects that you can deliver and have done this many a time before. I've been surprised by what this has done for my business. I've received far less pushback from customers when it comes to taking my advice as an indirect result of having this.

I'd rather showcase a portfolio than boring testimonials any day of the week. It's a much better form of social proof in my opinion.

#8 - Do An Open Discussion Online

This one is one of my favorites. I have a friend who also runs an SEO agency. One of the things he did was he created a Reddit AMA (ask me anything) thread. He stated he owned an SEO agency and has helped hundreds of business owners rank their websites.

He then proceeded to answer any questions people had. This maybe took him 15 - 20 minutes a day answering questions that got posted, an hour at most. A week later, he called me all excited.

It turns out he was able to score 6x $1,000 a month clients from this thread **in a single day!** Keep in mind this only took him a few hours. Since he has gotten even more clients from a year old thread. That was a seed planted in his business that has paid off greatly over time.

This doesn't just have to be done on Reddit. You can do a Facebook live, YouTube live, or host a free SEO workshop in your area. It's all up to how you want to execute it.

Getting in front of your audience and offering free advice is by far the best way to build authority and get your business in the eyes of business owners who need your services.

#9 - Be Transparent About Pricing

Have a page on your website that lists all of your prices, packages, and the cost for all services you offer. Seriously. I know a lot of business owners who are hesitant to do this, but especially if you are an agency - people want to see this.

You'd be surprised the positive effect this can have on your business. I have news for you: Clients are sick of having to go through a consultation to get cost information. They know it's more or less going to include a sales pitch, and that it's going to be very expensive.

Prospects automatically think the worst if your pricing isn't visible on your website somewhere. Having price on your website actually cuts down the time you have to spend talking to customers about it, and will filter out people who can't afford your services in the first place. I know it can be scary and the most common objection I get when I tell people to do this is: "but then my competitors know!"

So what? Who cares about what the competition charges? This is about you and your business. Even if they know, it doesn't matter if you're outselling and outperforming them.

One of the best features you can add to your website is a price estimator tool. A prospect can select different options of what they are looking for and it will show them how much it will cost them.

#10 - Write A Book

Yes, I am 100% serious. There's no better way to demonstrate your knowledge and authority on a topic than to write an entire book about it. For example, this very book here showcases that I know what I'm talking about when it comes to SEO.

A book serves an excellent entry point to your funnel. You can sell it at a low cost. It's free to produce, and if you want physical copies Amazon makes it easy with their self-publishing program. You can include links to your website and mention other products or services throughout the book.

I wrote this very book using Google Docs and designed the cover photo with Canva, both of which are free tools with no download required. If you are a slow typer, Google Docs has a transcribe feature you can use to speak into your microphone and it will convert it into text for you. Writing 10 pages a day only takes me around an hour and within 10 days I already have 100 pages done.

While you have to dedicate some time to create a decent book, in the long run it pays off tenfold. You have a product you can sell over and over as many times as you want. Additionally, it doesn't cost you anything to fulfill.

You can cater the book to your ideal clients. For example, I catered this book to business owners but also SEOs. I understand that people who want to learn SEO fall into three groups.

There are those who are trying to learn it for their own businesses. Then there are digital marketers who want to learn it so they can offer it as a service.

Make sure to keep in mind who is going to be reading your book as you write it.

GIVE ME YOUR FEEDBACK FOR AN AWESOME REWARD

Thank you again so much for buying a copy of my book. I appreciate and value you and your business, and I want to make sure I am delivering exactly what you want (and more) with this book. Please take a moment and give me some feedback here:

Fill Out The Quick Survey >>

The survey only has 5 questions and takes less than 10 minutes to fill in. It helps me improve my products and serve you better. If you complete the survey you will automatically be sent a $20 gift certificate that can be applied to all of my courses and products on SEO.

It's a win-win for both you and me!

GLOSSARY

- **Algorithm -** Google's automated computer code and system that determines things on their search engine. This is something that Google has kept behind closed doors. They've revealed some but not all of the things their algorithm takes into account.
- **Alt Text -** Descriptive text you can add to images on your website that Google sees but visitors don't (unless they hover their mouse cursor over the image and leave it there.) Helps build relevance with what the image is about relating to your content.
- **Anchor Tex**t **-** Text that is clickable that links to another page or website. The wording of this text tells visitors and Google what this link is about or points to.
- **Authority -** How many points your website has with Google, and what you want to strive to be in your niche. Remember: Google ranks authority websites at the top of it's search engine.
- **Backlink -** A link pointing to your website from another website. The more links that point to your website, the more of an authority Google sees you as in your niche.
- **Black Hat -** Sketchy SEO techniques that try to cheat Google and the system. Almost always backfires and ends up with penalties or consequences. Don't do this!
- **Bounce Rate -** How many people leave your website out of the total number of visitors. A high bounce rate sends a signal to Google that your website or content is low quality.
- **Citation -** A mention or listing of your business somewhere on the web. An example of this would be a submission of your business information to YellowPages.
- **Conversion -** A user completing an action you want them to. (Example: Calling your business, buying a product on your store, or filling in a lead form.)

- **Crawling -** The process Google has automated software do to scour the web and build a database of all websites it can find.
- **Duplicate Content -** Content that also exists somewhere else on the web. All content posted to your website should be original and yours. Plagiarism will get you in trouble with Google.
- **Featured Image -** The photo that shows at the top of your blog post. Serves as a clickable image on your Blog page above the title of the post. When a user shares your content on social media, this is pulled automatically as a preview.
- **GMB -** An abbreviation for Google My Business. Commonly used in online forums and discussions about local SEO.
- **Guest Post -** Content posted on someone else's website instead of yours. Great to get your name out there and bring in traffic from popular websites in your niche.
- **Heading -** Large text on a page that appears before an article or the result someone is looking for. You want to optimize these with keywords but also make people want to click on them. Drawing attention is key for headings.
- **Indexing -** The process Google goes through to store your website and pages into their database.
- **Internal Link -** A link that leads to another page on the same website it is found on.
- **Keyword -** A set of words a searcher types into Google. These are words you want to include on your webpages to show up for.
- **Long Tail Keyword -** A keyword that is made up of 5 or more words. These are less competitive search phrases that are easier to rank for, but result in less traffic overall.
- **Maps Pack** - Refers to the Google Maps section of the search results that appears for local searches. Is also commonly referred to as "3 Pack" and "Snack Pack".
- **Meta Description -** A description of your website that shows up in the Google search results page. You can specify what you want to show here to include relevant keywords and phrases.

- **NAP -** Stands for Name, Address, and Phone Number mentions of your business across the web. Builds authority and relevance with Google for your company.
- **Organic -** Refers to standard Google search results. Can also mean something that happens naturally in the SEO process over time.
- **Outbound Link -** A link that leads to a different website than the one it is on.
- **Page Speed -** How quickly your website loads for a visitor. Slow loading websites incur a high bounce rate and won't perform well in the rankings.
- **Penalty -** Consequences Google can enact on your website or domain name for engaging in black hat SEO. This can lower your ranking or they can outright banish you from showing up in their search engine altogether.
- **Ranking -** The order of websites Google shows for specific keywords, phrases, and queries.
- **Redirect -** Any time a user gets sent to a different page or other website entirely.
- **Relevance -** What Google thinks the user is searching for, and the context of that particular search.
- **SERPS -** Search Engine Results Pages. SERPS is just a fancy word for what Google shows after you conduct a search.
- **SSL Certificate -** A security protocol that encrypts all data sent and received on your website. It's important to implement this to keep visitors safe and please Google when it comes to your website.
- **Search Intent -** The meaning behind a search. It's important to match context with keywords or your content isn't a good match.
- **Sitemap -** A special type of web page that lists all pages and posts on your website. This is useful to submit to Google to make sure they crawl and index all of your website.
- **Snippet -** A widget that shows up in Google search pinned to the top. This is information Google has chosen to show up first. Your goal with your content is to win the snippet and show up here.

- **Subdomain -** A domain part of a larger domain. Think of this as an installation on top of your existing website, but only for those who type in the subdomain URL. For example, blog.yoursite.com would be a subdomain. It's a way to keep things together without having to register a completely separate domain.
- **Traffic -** People going to a website.
- **URL -** The way a link is structured to a webpage.
- **White Hat -** Doing SEO "the right way" by following Google's guidelines.

LOCAL SEO: WHAT TO DO IF NOT RANKING CHECKLIST

☐   Post 3 photos in each section you haven't yet posted any in inside Google My Business

☐   Create individual pages for each of your services and products offered - include as submenu items to your "Services" page

☐   Record a video and submit it to Google My Business

☐   Check your bounce rate in Google Analytics - is it too high?

☐   Submit a request to get listed in [ThreeBestRated](#)

☐   Publish 5 more blog posts on your website

☐   Publish 5 guest posts on industry-related websites

☐   Compress website images individually with [TinyPNG](#)

☐   Check Google Search Console for any errors and fix

☐   Submit a press release to [HARO](#) (Help A Reporter Out)

☐   Check for any broken links on your website and fix

☐   Submit business to industry specific directories (use premium listings)

☐   Geotag all website and Google My Business photos using [GEOImgr](#)

NATIONWIDE/ONLINE SEO: WHAT TO DO IF NOT RANKING CHECKLIST

☐   Generate content topic ideas [using AI](#) and publish 5 blogs post

☐   Add star rating feature to blog posts using Yet Another Stars Rating plugin

☐   Add Table of Contents feature to blog posts using Easy Table of Contents plugin

☐   Adding reading time estimate to blog posts using Read Meter plugin

☐   Submit 5x 6,000 word guest posts to niche relevant websites

☐   Create a HTML sitemap that users can use with Simple Sitemap plugin

☐   Be a guest on a podcast in your niche

☐   Answer questions on Reddit, Quora and forums - post a link to a related piece of content at the bottom of your post

☐   Pay experienced freelance content writers to publish 3 pieces of content - compare how they do to your content and adjust your approach

☐   Create a book like this one and publish it in your niche - mention your website several times throughout the book

☐   Check page speed using [GTMetrix](#) - fix any issues that could be slowing site down

A HUGE THANK YOU FOR BUYING THIS BOOK!

I truly appreciate your business and don't take it for granted. If you have any questions about the material covered in this book or about SEO in general - feel free to reach out. Email me at gabriel@localrankninja.com. I would love hearing from you!

Feel free to check out my video courses on SEO at:
https://localrankninja.com/courses

I try to deliver as much value as possible with those just like I did with this book.

BONUS: THE $30,000 BLOG POST

This "blog post" was actually never published on my website. Instead, it was emailed to one of my favorite clients. I happened to finish writing it and wanted to help them succeed. A few months later and after I finished working with them they skyrocketed to the top of search!

It helped a client of mine reach $30,000 in additional revenue - and I wanted to give it to you as a special bonus. It is a guide on how to rank in 3 months.

Local Business SEO Plan - How To Rank In 3 Months

I've been asked several times now about a plan for business owners on what to do over a period of time to rank. Being that my SEO process is refined and systematized, I wanted to address this in a blog post. Here is the plan you should be following to start seeing results in as little as 3 months with Search Engine Optimization.

Before You Do Anything Else

Before you dive head first into your SEO strategy, it's important to determine if you are going to be doing this, a team member, or if you are going to be outsourcing your SEO efforts. It's important to understand that proper SEO takes an hour or two per day, and even a bit more time in the beginning if you want to get things done at a decent pace. If you don't have this kind of time to spare in your business, outsourcing might be the best option for you.

Stick To A Proven Plan

You don't want to be throwing darts in the dark, hoping to hit something. It's vital that you follow a proven strategy and best practices to rank. You want to be focusing on what is going to move the needle the most and make the biggest difference in the eyes of Google. Creating high quality content and making sure all of the core essential optimizations are done is key here.

Check out our ninja SEO blueprint to know what to focus on and what to avoid.

1. Make Sure Your Website Is Built On WordPress

There's a reason why over 35% of websites on the internet run WordPress. WordPress is the best website platform out of the box for SEO, and if you want to have an easy time ranking you don't want to be using a system that will fight you or cause complications. If your website is currently:

- Built with a sitebuilder (ex: Wix, Weebly, or Squarespace)
- Custom built with HTML or coded by a developer

…Then you need to switch platforms. I know nobody likes hearing this, but your own website is severely limiting you and your SEO ranking power. I've turned many clients down to work with because they refused to switch to WordPress. The key to succeeding with SEO is to work smart, not hard. Don't make things harder for yourself and use the platform that is going to perform the best when it comes to SEO.

2. Perform The Essential 5 Optimizations

These are 5 quick to implement optimizations that will make or break your ranking. It's important before going any further that you have these things done. Doing these 5 tweaks will continue to pay off for a long time to come, and will help ensure you maintain your ranking in Google. These are essential!

1. Have an SSL Certificate

Google really wants to rank websites that are secure in the top percentile of search results. Nowadays users are being taught to look for the padlock, and this is non-negotiable. If you aren't familiar with what SSL is, it's a security protocol that tells users and online bots that your website is secure.

A non SSL protected website:
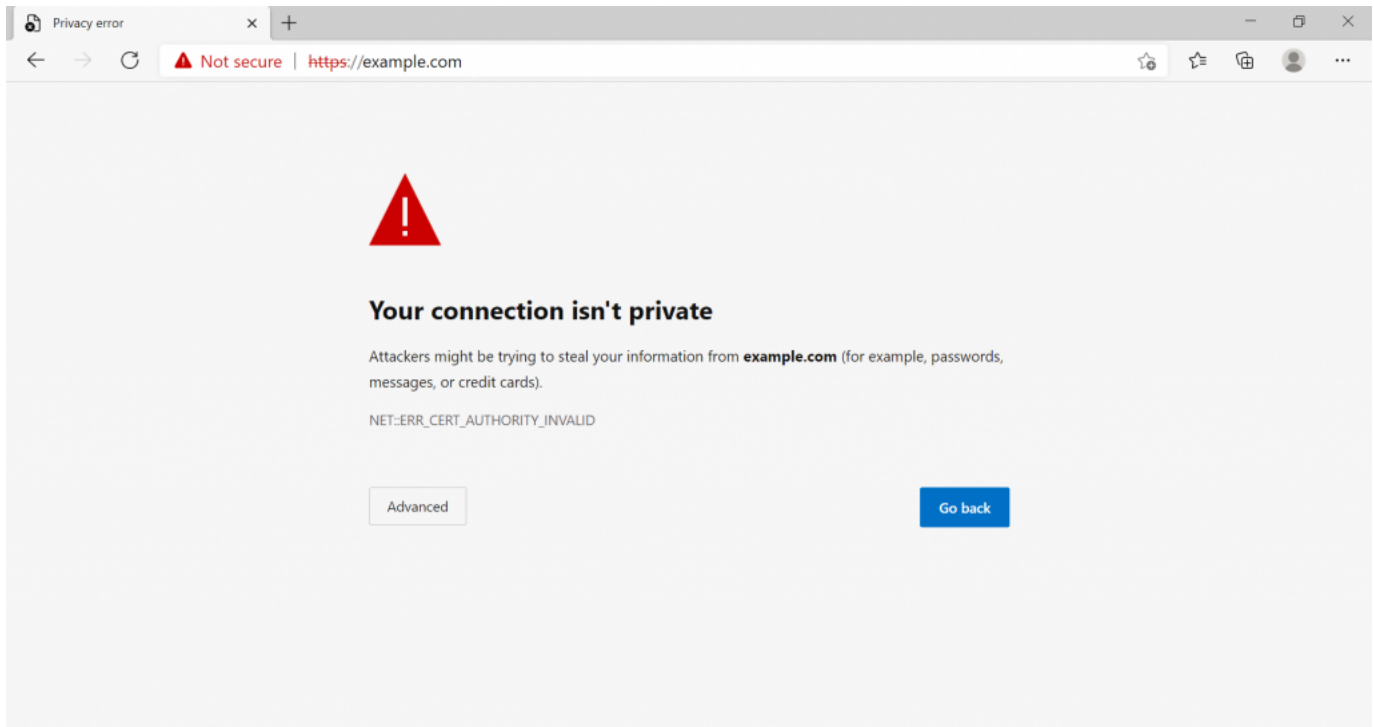
A website with SSL:

Luckily, this is very easy to implement. Although this can be technical, most web hosts can do this for you. I recommend contacting your hosting provider and asking if they can install one for your website. Alternatively you can get yourself a free certificate from ZeroSSL and install it yourself by following this guide here.

2. Optimize Your Website To Load Fast

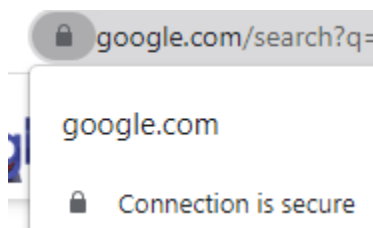Pagespeed can make or break your traffic. No, seriously. We're not living in 1999 anymore. If your website doesn't load in 5 seconds or less, people are going to close the window and bounce off of your website. A large amount of users bouncing off of your page quickly can seriously hurt your SEO, and Google looks at how users behave on your website. You want to make sure users have an easy time navigating your website.

The easiest way to implement this by far is to optimize for speed right out of the gate. I recommend running one of the fastest WordPress themes currently available (don't worry, some are free.) A theme is the design your WordPress website uses, and while everyone wants their website to look fancy and sleek - speed and SEO optimization is far more important here.

Next off, images can suck so much load time from a page and often they are the culprit. You can install a plugin called Smush that will automatically optimize and compress your images for you. Compressed images are smaller files, so they don't take as long to fetch from your website for visitors.

3. Have Your Phone Number In The Upper Right

If you are a local business, most likely one of your goals is to receive calls. What is quickly becoming the best practice is having your business' phone number appear in the top menu where your website links do. Ideally you want to have this be located on the far right with a little phone icon next to it. Giving this button a separate color and design makes it stand out.

You can use the tel: trick to make your phone button clickable. This way it will open on dial pads. Here is how you want to set this button in your WordPress menu to make it do that:

4. Submit Your XML Sitemap To Google

The way Google works is it uses bots/spiders to crawl the web, indexing it. If Google doesn't know about a page or piece of content that you want ranked, you're going to have a bad time. This is where sitemaps come in: we can help Google by giving them a list of all of our webpages on our website that automatically updates on their end. This is really neat and vital if you want to make sure Google is seeing all of the work that you put into your SEO.

Yoast SEO is a free plugin for WordPress that creates a sitemap for you. You can go to Tools, Sitemaps, and click on the little question mark to get the link to yours. Simply copy this link and head over to Google Search Console. Once you add your website, there will be an option to submit your sitemap.
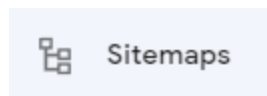
This takes as little as 5 minutes and makes a huge difference in the long run. Additionally, you can always check Search Console to see if there are any errors or if Google is having any issues indexing any of your pages. Sometimes there will be optimization tips or warnings about bad user experience that you can check out.

5. Have The Core 5 Pages In Place

There are 5 pages at the minimum you are going to want to start with. All ranking small businesses have these pages and you should have them too. Here is a list of the pages you need:

- Home
- About
- Services
- Blog
- Contact

Make sure to add these 5 pages to your website before continuing below.

A Word About Having A Blog

I get a lot of pushback from business owners on a blog. Here's the deal: what you are reading right now is a blog post and brought you from Google to my website. Because of this, you now know I exist. Maybe you entered your email to get the proven SEO blueprint and now you are a lead in my business.

Was that super transparent? Yes. But I believe in what I teach to the point where I also do it. A blog is vital and I think the reason why so many business owners tell me they don't need it is because they don't really understand what a blog actually is.

A blog is a page where new pieces of content you publish automatically get posted to. Content is what brings visitors into your website and builds authority with Google. The more points you have with the big G, the higher you are going to rank. Google wants to rank websites that it sees as an authority, and authority websites consistently publish content.

Here's the thing: there are a ton of prospects in your niche right now that are Googling answers to questions they have. If you capture them on this journey, you can snag them and turn them into your customers. Think about it logically for a moment. If you wrote a 1,000+ word article on the topic, you must be an expert - right? Content automatically builds trust and authority for you. And as the old saying goes: "people buy from those who they know, like, and trust."

3. Fill Out Google My Business Completely

Google My Business (GMB) is the free listing Google provides that lets your business show up in Google Maps. These days, the maps pack almost always shows at the very top of the search results even above the organic ones. It's crucial you show up here as this is prime real estate for your business.

Just by completing the information on your listing and filling out every little secret gives you a huge edge over your competitors. I have worked with countless business owners who were in non-tech savvy niches. Time and time again we would notice that the competition had barebones listings, which we were able to take advantage of as that was a massive opportunity for us.

Make sure to add your hours of operation, phone number, website, upload photos, add what services/products you offer, etc. The more completed the listing, the more optimized you are.

4. Gather Reviews

Moz created an excellent resource which breaks down the most important ranking factors for local businesses and organic. This showcases what you should spend the most time focusing on. After all, if something makes up 30% of your ranking then you need to make sure you have that base covered.

Reviews are in the top 3 for local and consumers like looking at seeing what people are saying. I highly recommend encouraging customers to leave reviews after visiting your business. I have seen so many instances of a business jumping to the #1 spot just by having more reviews than the competition.

This can actually be done automatically and I have worked with business owners to create little "leave a review" sheets that are stapled onto each invoice they print out. Remember to ask each client that comes in your door to leave a review when you are finished working with them.

5. Create Citations

Citations are mentions of your business across the web. The way Google sees it, authority websites or real businesses have many mentions around the internet. To sum up creating citations, basically you submit your business as a listing in major directories such as Yelp, YellowPages, and Manta. I recommend going through this list of the top 150+ citations and make sure your business is listed on each.

While this can be very time consuming, there are services like Yext and WhiteSpark that will create citations for you. Each submission can take anywhere from 5 minutes all the way to 15 to get completed. Sometimes it's better just to outsource this part of the SEO process.

6. Publish Consistent Content

You want to be creating high quality, fresh content at a higher pace than your competitors. The good news is most likely the competition isn't publishing a lot at all. If you have other businesses that have been in your niche and city for a long time, most likely they have gotten too lasseifere with their ranking. In my experience working with clients we have been able to outrank a lot of old businesses simply because the only thing keeping them at the top of search was their domain authority.

But back to content, answer questions you commonly get asked by customers. Not only will this save you time in your sales process, but it shows you know what you are talking about. The power of content is that it sells for you.

I want you to imagine a scenario in your head: it's 2 in the morning - and John Doe can't sleep. He's worried about getting a website for his business, and he understands the importance of showing up online. After some quick research, he notices that the average price of a website design is over $1,000. This makes John nervous. He needs to understand the process enough to not get scammed and to make sure he ends up with a quality product.

Now let's say that I'm ABC Website Design in John's city. I created a piece of content highlighting what to look out for while working with website designers. John stumbles upon my website due to my other piece of content on website design cost, and notices my other post. This is exactly what he was looking for!

He quickly taps on the related article and begins to read. A few minutes later, a realization kicks in for John. He doesn't want to work with anyone else. After all, this company is local and clearly knows what they are doing! And on top of that…the transparency they display is stunning. ABC Website Design has won over John's trust and ultimately his money - and this all happened at 2 AM on autopilot.

This is why you need to create content and publish it on your blog. This type of scenario happens a lot in the real world all the time. Demonstrate your authority, build trust, and help people in your niche. This is how you grow your business the right way with SEO.

7. Guest Post On Other Websites

You need to be spreading your content, especially in the beginning. You aren't going to have an audience right away, and while backlinks will come naturally over time - you can expedite the process in a way Google actually approves of. This comes down to guest posting, or in other words: posting content on other websites.

This should still be high quality content and the best of what you can make, but instead of publishing it to your blog you post to others. This is a great way to get your name out there. You can include a link back in the content itself to your website. Not only does this build authority for your SEO, but it will drive real people to your website as well.

The best way to do this is actually to create the content you wish to guest post first and foremost. Once you have this written make sure it is in a service like Google Docs, where you can easily share a link so website owners can take a look at your content. Next, simply email a website relevant in your niche that you'd like to appear on. Include a link to the content and ask them if they would be alright posting it. I would mention that you feel it would provide value for their visitors.

That's literally guest posting in a nutshell. For a good rule of thumb, I recommend guest posting once or twice a month. Between this and your own content on your website, you will be setting yourself up for a steady stream of traffic and a decent amount of SEO ranking power over time.