



SEO 101: THE BASICS,

Planning For Your Business

Use this worksheet alongside our marketing course, SEO 101: The Basics to start making a plan for how to improve your website's search engine rankings.

TOPIC:

WHAT IS SEO?



EXERCISE 1

1. Go to a browser on your computer.
2. Follow the necessary instructions to clear your browser's cache and cookies.
3. Search on Google for your industry and your location. Ex. "plumbers in Little Rock, Arkansas"
4. Scroll until you find your business.
5. Write down the page and your ranking.

PAGE #

WEBSITE RANKING #

TOPIC:

WHAT ARE KEYWORDS?



EXERCISE 2

When you find your business on Google, write down any keywords you see in the listing.

TOPIC:

KEYWORD THEORY:

FINDING THE RIGHT KEYWORDS FOR YOUR CUSTOMERS



EXERCISE 3

Brainstorm keyword ideas that you could use for your site. For now, write down as many ideas as you can. Don't worry yet if they aren't exactly what you want.



TIP: Use **Ubersuggest** to find keyword suggestions, search volume and competition.

KEYWORD	SEARCH VOLUME	COMPETITION
<i>Ex. small business marketing</i>	<i>1000</i>	<i>25</i>



EXERCISE 4

Assign keywords to specific pages on your site.



TIP: The keyword should not only be relevant to your business as a whole, but should reflect the content of the page.

PAGE	KEYWORD	SEARCH VOLUME	COMPETITION
<i>Ex. Services</i>	<i>blog writing services</i>	<i>2500</i>	<i>45</i>

TOPIC:

WHAT ARE TITLES AND META DESCRIPTIONS?



EXERCISE 5

Find your business in the Google search results from Exercise 1. Write down your Meta Title and Description. Based on what you learned in the class, should this change?

Meta Title:

Meta Description:

TOPIC:

WRITING META TITLE AND DESCRIPTIONS



EXERCISE 6

For each page, write a title and description.



TIP: Your keyword should appear in both the title and the description.

PAGE	KEYWORD	META TITLE	META DESCRIPTION
Ex. About Us	digital marketing agency	N2DIGITAL Marketing Agency Wilmington NC	N2DIGITAL works with business owners to improve their digital presence, create impactful websites with SEO, and develop strategic marketing campaigns.



EXERCISE 6 *(Continued)*

PAGE	KEYWORD	META TITLE	META DESCRIPTION

TOPIC:

IMPROVING YOUR SEO



KEY TAKEAWAY:

You can further improve your SEO through:

- Link building
- Off-page SEO
- Google My Business
- Customer Reviews

TOPIC:

LINK BUILDING



EXERCISE 7

Scroll through your website and count how many internal and external links you currently have.

Internal Links:

External Links:

Based on our recommendation to have 3 internal links and 3 external links per page, how do your numbers compare to the number of website pages you have?

TOPIC:

OFF-PAGE SEO



EXERCISE 8

Make a list of websites that would be good sites for a backlink. Include the site's domain authority and your strategy for the backlink.

WEBSITE	DOMAIN AUTHORITY	BACKLINK STRATEGY
<i>Ex. www.buffer.com</i>	<i>91</i>	<i>Guest blog post</i>

TOPIC:

GOOGLE MY BUSINESS



KEY TAKEAWAYS:

Your Google My Business listing should include the following information:

- the name of your business
- link to your website
- a phone number
- the hours of operation
- your business address
- customer reviews

TOPIC:

CUSTOMER REVIEWS



EXERCISE 9

Make a list of five previous customers that you could ask to leave a Google review. Ask them to describe how your business helped them solve a problem.

1. _____
2. _____
3. _____
4. _____
5. _____

TOPIC:

WHAT IS GOOGLE ANALYTICS?



KEY TAKEAWAYS:

Use Google Analytics to track the following metrics for your site:

- Page views
- New and returning visitors
- Bounce rate
- Average time spent on a page
- Conversions
- Device used

TOPIC:

GOOGLE ANALYTICS FOR YOUR SITE



EXERCISE 10

If you do not have a Google Analytics account, set one up. Once you have one set up and tracking your data, follow these steps:

1. On the homepage of your Google Analytics account, look at the top graph. This graph depicts how many visitors have clicked on your site and how long they have stayed. You can also see the total revenue you've made on your site if you have a cart feature.
2. On the homepage, scroll down the graph titled, "Where are your users visiting from?" You can see where your visitors live around the world.
3. Keep scrolling down until you find the section titled, "Which pages and screens get the most views?" This is helpful to analyze which of your pages drives the most traffic to your site.
4. Take some time to explore the other pages on Google Analytics to see how your website is performing.

TOPIC:

KEYWORD TRACKING



EXERCISE 11

Using a website like **Ubersuggest** or **SERanking**, use the charts below to track how your keywords rank over time.

PAGE	KEYWORD	DATE	RANK	DATE	RANK	DATE	RANK	DATE	RANK
<i>Ex. About Us</i>	<i>Ex. blog writing</i>	4/1	35	4/8	30	4/15	28	4/22	25



**REACH AND
ENGAGE YOUR
IDEAL AUDIENCE**

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