

# DRIVING ORGANIC TRAFFIC

SEO Strategy & Optimization



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# INTRODUCTION

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Search engine optimization, or SEO for short, is a systematic approach to improving a website's visibility to achieve higher rankings for queries relevant to the content on your site pages. The concept is both complex and powerful, factoring in many variables that are constantly evolving to continually deliver the best results to end users. This makes the world of SEO vast with multiple techniques, tactics, and potential approaches to achieve the desired results.

For those brand new to SEO, this comprehensive guide provides a complete road-map to building your organic presence online and showing up for searches relevant to your brand and business. Similarly, SEO work is never completely finished; rather, it is an ongoing process to inform search engines and web crawlers of your product offerings and website deliverables. So regardless of your experience level, you'll learn tactics old and new to continually push your website up the search engine results page (SERP) and into the top 10 results. By the end of this ebook, you'll have a better grasp of the inner workings of SEO and what steps you can take to make an immediate impact on your business. However, no matter where you are in your SEO journey, it always starts with proper goal setting and determining which KPIs you'll be monitoring to measure successful outcomes. The absence of defined campaign objectives can lead to a lack of direction, inefficient use of resources, and—ultimately—underwhelming results.



***Regardless of your experience level, you'll learn tactics to continually push your website up the search engine results page***

# 1

# STRATEGY DEVELOPMENT

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# STRATEGY DEVELOPMENT

Each business has unique objectives that determine strategy, operations, and overall direction. Similarly, the SEO goals should be a reflection of these broader business objectives. Before embarking on your SEO journey, determine whether you're looking to increase brand visibility or drive sales; this will help determine target outcomes and campaign efficiency. Ensure that your SEO efforts contribute meaningfully to the company's growth, painting a bigger picture than mere keyword rankings.

**Pro Tip:** SEO is a fantastic technique to not only increase the frequency of visitors to your website, but to also increase the reach of your website to a wide range of visitors. Keep this in mind while planning your strategy, and you can optimize your site to bring in targeted traffic to many relevant pages.

## Establish a Baseline

This assessment, known as benchmarking, involves examining your website's current traffic, keyword rankings, website authority, and other critical SEO metrics. This exercise sets the stage by providing a clear picture of where you stand and identifies areas of opportunity. It's the yardstick against which your progress will be measured and the foundation upon which your key performance indicators (KPIs) for the SEO campaign will be built.

Below, you'll find some baseline KPIs you'll want to keep an eye on:

**Keyword rankings and SERP features:** When starting your SEO journey, it's vital to understand where you currently stand in terms of keyword rankings and SERP features in order to track progress.

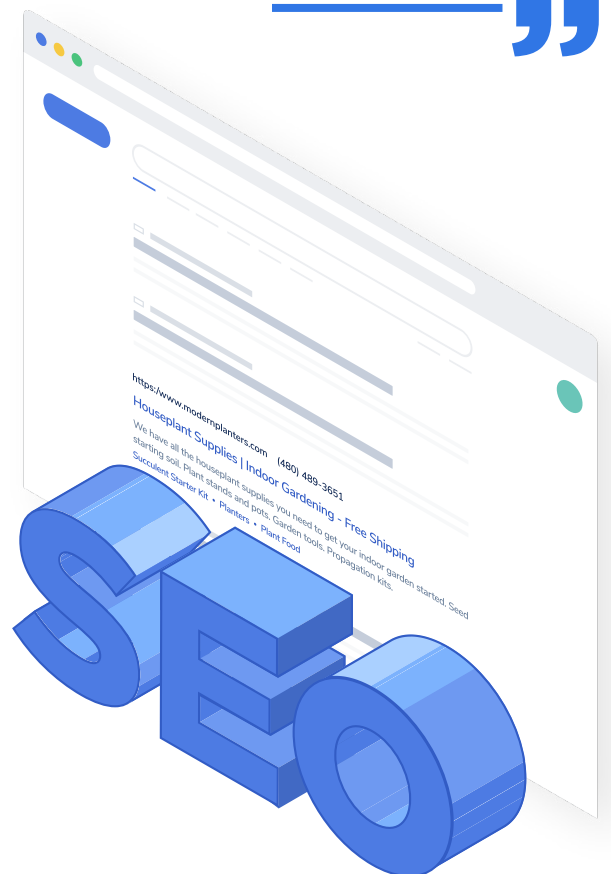
**Traffic:** Determine how much traffic your site currently receives and work backward to understand where these users are coming from. This "before snapshot" will help prioritize where you can make the most immediate impact while aligning your strategy with your long-term goals.

**Conversions:** Traffic is good, but conversions pay the bills. In order to spur high-value actions, you need to understand which users are driving new business and which visitors are using your content for informational purposes.

**Backlinks:** It's crucial to understand the user-journey in order to impact it. Leverage your data to understand how many authoritative, relevant websites are pointing back to your website.

ESTABLISHING BASELINES FOR YOUR SEO METRICS IS THE FIRST STEP IN UNDERSTANDING WHERE YOU'RE CURRENTLY AT AND WHERE YOU'D LIKE TO BE.

“  
How do I want users to engage with my site?  
”



# Understand the Target Audience

To understand your target audience's needs, preferences, and search behavior, dig into the demographics section in Google Analytics. Leverage this information to shape an effective SEO strategy that connects with your target audience and drives new site users with unique content relevant to their queries.

## Learn From Competitors

Use the available SEO tools at your disposal to analyze SEO strategies your direct competitors have implemented. These insights can guide your SEO goal-setting process, helping you learn from their successes and shortcomings, identify gaps you can capitalize on, and establish SEO goals that are competitive and realistic.

### QUESTIONS

1. What are my main objectives? (I.e., To increase traffic, leads, specific product sales or services)
2. Who is your target audience?
3. What are the top products or services you want to promote?
4. What action do I want users to take on my website?
5. Who are my main competitors and how can we differentiate ourselves?

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### ACTION ITEMS

Identify KPIs that indicate a progression toward your goal(s).

Leverage information from Google Analytics to determine demographics.

Review which products provide the most profitability or opportunity.

Research competitors and to learn how to differentiate your business.

Have more questions about structuring your account?  
**LET'S TALK!**



# 2

## SETTING GOALS

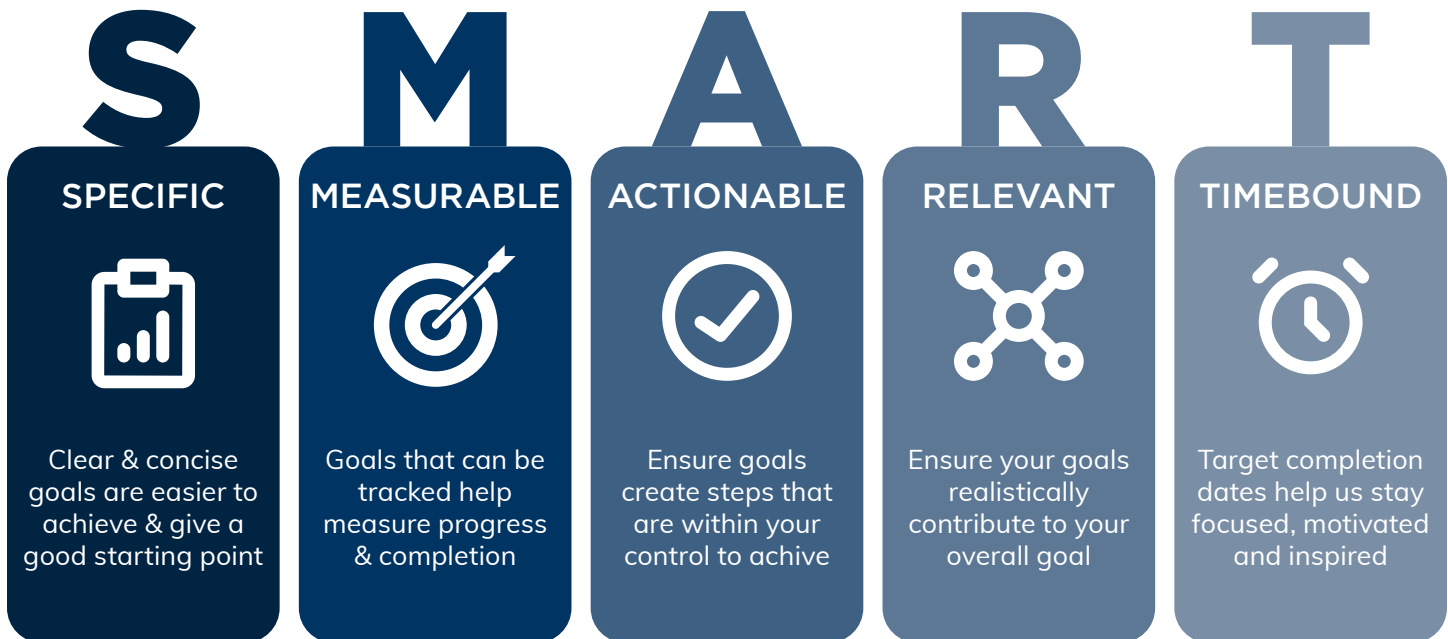
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# SETTING GOALS

In the ever-changing world of SEO, one thing remains constant: the need for strategic planning. Well-defined goals bring clarity and alignment with your overall business objectives. They also simplify decision-making and provide a barometer for success. The biggest hurdle for most business operators, however, is determining what makes a good SEO goal and the order of operation that best allows you to achieve it.

Throughout this chapter, we'll explore how understanding your business objectives helps you set SMART (specific, measurable, achievable, relevant, time-bound) goals for your campaigns. This includes benchmarking current metrics, recognizing your target audience, and conducting competitor analysis to shape and fine-tune your SEO objectives.



## Tying It All Together With SMART Goals

You can now set your SEO goals using the SMART framework, these are the five key characteristics of effective goals. Let's break down the SMART framework as applied to SEO goal setting.

- **Specific:** Instead of trying to increase site traffic broadly, hone in on product pages that have the highest profit margin.
- **Measurable:** Ensure goals are quantifiable metrics or key performance indicators (KPIs) that can be measured.
- **Achievable:** Keep campaign morale high by tackling the most attainable targets first, while working toward your long-term goals. Prioritize immediate gains to sustain cash flow back into your marketing efforts.
- **Relevant:** Keep your broader business objectives in mind as they relate to your strategy. Connect the dots regarding new site users and their behavior purchasing on your site or filling out a lead capture form.
- **Time-bound:** Factoring in time to execute holds your SEO efforts accountable and allows business operators to understand priority by order of magnitude.

Utilizing SMART goal setting in your strategic planning enables effective preparation and evaluation of your SEO strategies, thus driving meaningful results that contribute to your business's success.

**Pro Tip:** SEO is a fantastic technique to not only increase the frequency of visitors to your website, but to also increase the reach of your website to a wide range of visitors. Keep this in mind while planning your strategy, and you can optimize your site to bring in targeted traffic to many relevant pages.



# SMART GOALS FOR LOCAL SEO

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In order to prioritize local rankings on search engine result pages for any business, start with the Google Business Profile.

## GOOGLE BUSINESS PROFILE OPTIMIZATION

Formerly known as Google My Business, this tool allows you to promote your business profile and website on Google Search and Maps. This is the first step in ranking for “near me” searches from users looking for your goods or services in your immediate area. If you haven’t yet, claim your [Google Business Profile](#) listing immediately and ensure all information is complete and accurate. From there, leverage your profile with recent photos and entice positive customer reviews to gain online presence and local credibility.

## BUILDING LOCAL CITATIONS

Local citations are online mentions of your business’s name, address, and phone number (NAP). Establishing local citations with relevant groups and sites offering information on providers in your industry further establishes your business’s authority in the eyes of search engines. To do this, reach out to online directories, social groups, and industry-specific websites with your business information for their reference. Be consistent, though! Discrepancies in your NAP across various platforms can confuse search engines and potential customers.

## LOCAL LINK BUILDING

In local SEO, the focus is not just on building a large number of inbound links, but also on establishing links from other locally relevant and credible websites. Your goal should be to identify and secure opportunities for link building from local industry directories, community websites, local news sites, and similar resources. These local links signal to search engines that your business is an established and trusted part of the community.

## CREATING LOCAL CONTENT

Your local SEO strategy should involve creating content that specifically appeals to users in your service area. In addition, you should make sure that your site is structured in a way that makes it clear to Google who you are targeting. This can include location-specific landing pages and mentions of your location across the website.



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Leverage Your Profile with Recent Photos  
& Entice Positive Customer Reviews

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# SMART GOALS FOR NATIONAL SEO

The aim of a national SEO strategy is to attract and engage a larger, more diverse audience spread across the country. This broader scope offers new challenges but also brings exciting opportunities to grow the online presence of your business.

## AREAS OF FOCUS:

**Site structure:** Help users navigate your site and easily find what they're looking for to increase session duration and drive down bounce rates.

**Website performance:** Users have come to expect fast, seamless online experiences, and search engines reward sites that meet these expectations with higher rankings.

**Technical optimization:** Make sure your house is all cleaned up before you invite guests to the party. Eliminate duplicate content, broken links, 404 errors, and orphan landing pages that make your site clunkier and more difficult to index for search engines.

**Link building:** Building high-quality backlinks from relevant and authoritative sources is another critical goal for national SEO. These backlinks help to improve your website's authority, which can significantly enhance your search rankings and visibility.

**User experience:** Beyond fast page load times, build out a straightforward checkout process that's responsive on all devices. A poor user experience like slow load time negatively impacts the rest of your downstream metrics.

**Category page optimization:** Organize your product or service offerings to make it easier for users to find what they're looking for. From an SEO perspective, category page optimizations provide an excellent opportunity to target broader, high-volume (but still relevant) keywords related to your product categories or services.

## SERVICE PAGE OPTIMIZATION

Service pages are particularly important for businesses that offer distinct services. Each service page provides an opportunity to target a specific set of keywords related to that service. It's not just about adding relevant keywords; these pages should also provide comprehensive information about the service, answer potential queries users might have, and include strong calls-to-action (CTAs) that guide the users toward conversion.

# PERSONAS

As we gear up for this SEO Journey, we'll analyze our strategies, goals, and overall implementation of these techniques through the lens of real-world business scenarios. Each persona is solving different problems they encounter working in different industries and business types. Take note of which persona most closely aligns with your business/industry.






**Service Provider**

**CARDS**

**Dan Daniels**  
Desert Scapes

**Local SEO**



Desert Scapes is a local Las Vegas company that designs, installs & maintains premium outdoor living spaces of every variety.

**Objective:** Increase organic traffic and overall website visibility

**Keywords:** Targeting long-tail keywords, such as landscape design vs landscape

**Technical SEO:** Tech audit revealed no major opportunities to address

**Content Development:** Seasonal updates to website and google business profile

**Backlink Strategy:** Google Business Profile backlinks to his service pages

**Analytics Data:** Semrush & GA4 tracking keywords and organic traffic, respectively

**Dan Daniels**  
OWNER OF DESERT SCAPES



**B2B Supplier**

**CARDS**

**Jason Jacobs**  
EcoPower Solutions

**B2B Supplier**



EcoPower Solutions a leading manufacturer & B2B supplier of electrical frequency converters and control panels.

**Objective:** Understanding his keyword rankings and benchmarking current status

**Keywords:** Targeting technical product name and SKU with non-branded search terms

**Technical SEO:** Tech audit revealed indexing issues due to canonical tags

**Content Development:** Product pages need to be updated with unique content

**Backlink Strategy:** The EPS site is recognized as an industry leader with great authority

**Analytics Data:** Leveraging Search Console to track indexing and keyword rankings

**Jason Jacobs**  
OWNER OF ECOPOWER SOLUTIONS



**Samantha Star**  
Formula Express

**National SEO**

**CARDS**



Formula Express is an online supplier of international and domestic baby formula brands.

**Objective:** Reverse a recent dip in rankings and web traffic post site migration

**Keywords:** Digging into historical data to recover loss keywords due to page consolidation

**Technical SEO:** Various 404 redirects from old pages that received traffic

**Content Development:** Re-create site page copy based on available inventory

**Backlink Strategy:** Skyscraper method / industry outreach

**Analytics Data:** Monitoring Search Console to track new pages are indexing properly

**Samantha Star**  
OWNER OF FORMULA EXPRESS

## PERSONAS

Follow Dan, Jason & Samantha as they embark on their SEO Journey, uncovering solutions unique to their individual businesses and industries.

## QUESTIONS

1. What are my overall business goals? (I.e., brand visibility or revenue growth)
2. Is my focus local or national organic traffic?
3. What does my customer's buying journey look like?
4. How does my target audience engage with my website?
5. Which of my products or services represent the biggest growth opportunities that should be prioritized?

## ACTION ITEMS

- Determine whether the scope of work is local or national.
- Review Google Analytics to identify the most common conversion paths.
- Identify which areas of focus are most impactful to your business.
- Develop a series of goals using SMART rubric.

Have more questions about structuring your account?  
**LET'S TALK!**

# 3

## SELECTING KEYWORD TARGETS

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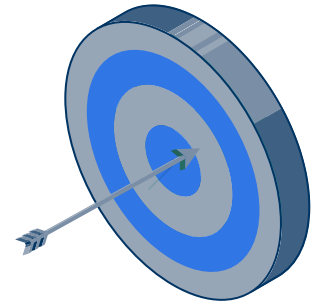


# SELECTING KEYWORD TARGETS

The bedrock of any effective SEO strategy lies in identifying the right keywords. There are a few crucial steps involved in formulating an efficient keyword strategy, which ranges from understanding your target audience, brainstorming potential keywords, analyzing search volumes and competition, to considering long-tail keywords, analyzing their relevance, and constantly monitoring and refining your keyword strategy. Read on to learn how to leverage these steps and create a keyword strategy that not only attracts traffic but also drives meaningful engagement and conversions.

## UNDERSTANDING YOUR TARGET AUDIENCE

The first step in any successful SEO campaign is identifying and understanding your target audience. Who are they? What do they want? What challenges are they facing? Which search queries are they likely to use? You need to know what kind of content they are consuming and how they are searching for it. This could include knowing the language and vernacular they use, their habits, preferences, and even geographical location. Having a clear profile of your target audience will make it easier to identify the keywords they are likely to use in search queries.



## BRAINSTORMING POTENTIAL KEYWORDS

Once you have a clear understanding of your target audience, the next step is to brainstorm potential keywords. This process is about predicting what terms or phrases your target audience might type into a search engine when they're looking for your product or service. There are several keyword research tools available that can help you with this, including Google Keyword Planner, SEMrush, and Ahrefs. These tools provide suggestions for keywords, variations of keywords, and commonly related search terms.

**Analyzing keyword search volume and competition:** Use a keyword research tool to identify potential keywords, then analyze search volume and competition to see how many times a keyword is searched and how many other websites are trying to rank for that keyword. High search volume and low competition represents an opportunity with less resistance.

**Considering long-tail keywords:** While these specific phrases generally have lower search volume than more generic terms, they often have higher conversion rates because of specific user intent. Example: "Running Shoes for a Marathon" versus "Running Shoes."

**Analyzing the relevance of the keywords:** High search volume and low competition keywords that aren't relevant to your business or target audience can do more harm than good. Irrelevant keywords drive unqualified traffic to your site, which can increase bounce rate and ultimately hurt website performance.

**Monitoring and refining your keyword strategy:** Search algorithms are updating constantly, with some tweaks making a bigger impact than others. Be sure to regularly monitor your keyword performance to determine which keywords are ranking and driving traffic to your website. This will allow you to adjust your strategy based on factors outside your control.

**Pro Tip:** SEO is a fantastic technique to not only increase the frequency of visitors to your website, but to also increase the reach of your website to a wide range of visitors. Keep this in mind while planning your strategy, and you can optimize your site to bring in targeted traffic to many relevant pages.

# SELECTING KEYWORD TARGETS

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As we continue to delve into the complexities of keyword research strategies, it's important to note that the approach differs significantly based on the scale of operation—local versus national.

## LOCAL KEYWORD RESEARCH

Local SEO goals should involve a strategy for identifying and targeting locally relevant keywords. These are search terms and phrases that local customers use to find businesses like yours. They typically incorporate geographic indicators, such as your city, neighborhood, or zip code. For instance, a restaurant in Rochester, NY, might target “restaurant in Rochester” or “best poutine in Rochester.”

## NATIONAL KEYWORD RESEARCH

With national SEO, the competition for search rankings is much steeper when compared to local SEO. Your goals should therefore include comprehensive keyword research to identify relevant search terms for your business that have the potential to drive traffic from across the country. This research should consider not just head keywords (sometimes referred to as short-tail keywords), but also long-tail keywords that can help you capture more specific, often lower-competition, search queries. Long-tail keywords can have a higher conversion rate as well.

## QUESTIONS

1. Am I targeting local or national keywords?
2. What keywords are my direct competitors ranking for?
3. How competitive are the target keywords in my market or service area?
4. What short-or long-tail keywords are best for me to rank for?

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## ACTION ITEMS

Determine whether the scope of work is local or national.

Review Google Analytics to identify the most common conversion paths.

Identify which areas of focus are most impactful to your business.

Develop a series of goals using SMART rubric.



# SELECTING KEYWORDS IN ACTION



Local SEO

## *Dan, Owner of Desert Scapes*

In terms of keyword targets, Dan recognizes the importance of ranking for broader terms like “landscaping.” But he’s also aware that diversifying his content by creating service-specific pages, like “landscape design,” can improve his chances of attracting potential customers searching for specialized services.



B2B Supplier

## *Jason, Owner of Ecopower Solutions*

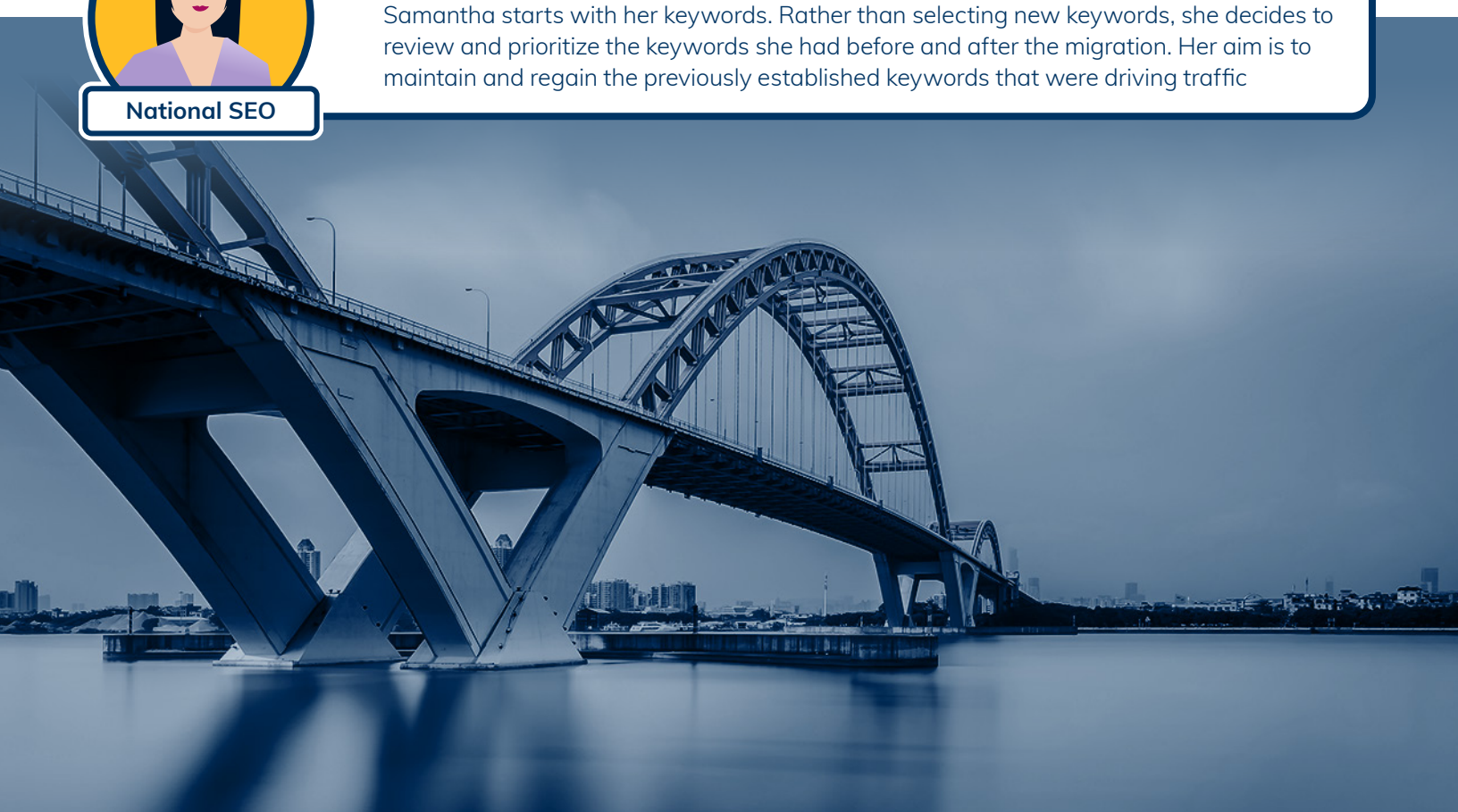
Jason’s first step is to analyze his keywords. Given the technical nature of his products, he decides to focus on long-tail keywords and examine how his competitors approach customer targeting. He assesses whether customers search for his products using specific names, SKUs, or other industry-related terms.



National SEO

## *Samantha, Owner of Formula Express*

Samantha starts with her keywords. Rather than selecting new keywords, she decides to review and prioritize the keywords she had before and after the migration. Her aim is to maintain and regain the previously established keywords that were driving traffic





# 4

# TECHNICAL SEO

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# TECHNICAL SEO

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Optimizing technical website elements that burden the ability of web crawlers to index a website is mission critical to any effective SEO strategy. This, alongside user experience, are the two most significant factors that influence how the internet and its users interact with the site. Common elements include website speed, mobile-friendliness, crawlability, site structure, and security.

## Why is Tech SEO Important

**Improved crawlability and indexability:** By optimizing technical elements such as site structure, robots.txt, and XML sitemaps, you can help search engine crawlers better understand and index your website, leading to improved visibility in search results.

**Better user experience:** Technical optimizations such as improving website speed and mobile-friendliness can provide a better user experience, leading to higher engagement and improved conversion rates.

**Increased website security:** Technical SEO also includes implementing security measures such as HTTPS encryption and website security protocols, which not only protect your website from cyber attacks but also improve search engine rankings.

**Competitive advantage:** By optimizing technical elements of your website, you can gain a competitive advantage in search results, outranking competitors who may not have invested in technical SEO.

## Important Factors To Consider

Whether you're looking to grow your audience, boost your online visibility, or establish a robust online presence, learning the basics of technical SEO is a great start to help reach your marketing goals.

It's crucial that your website is SEO-friendly from the get-go, which means it's set up in a way that allows search engines to easily find and categorize it. If search engines can, then people searching will be able to find it too.

If you're a brand new business, the first thing you need is a website. SEO, which is all about improving your website's visibility, can't be accomplished without one. The platform you pick for managing your website's content, called a content management system (CMS), should support your marketing goals. If you're planning to sell products online, you'd need a system that includes a shopping cart and handles payments. Some options are Wordpress with WooCommerce, Shopify, or BigCommerce.



**Wordpress (with WooCommerce):** a versatile content management system (CMS) that allows you to create a variety of websites. WooCommerce is a plugin that adds ecommerce functionality, turning your Wordpress site into an online store. With this combination, you can manage your content and sell products from the same platform.



**Shopify:** a standalone ecommerce CMS solution. It's a platform designed specifically for online stores, and it comes with built-in features like shopping carts, payment processing, and customizable themes to help you create a unique and fully functional ecommerce site.



**BigCommerce:** another standalone ecommerce CMS. It offers a wide range of built-in features, including product management, shopping cart, payment processing, and SEO tools, which makes it easy to build and manage a comprehensive online store.

**Pro Tip:** Work with a developer to determine the best CMS options for your business. These 3 prominent platforms have varying strengths, but need to be cross analyzed with your goals and baseline metrics to be most effective.

# TECHNICAL SEO

## WEB DEVELOPMENT AND OWNERSHIP

There are many technical SEO improvements you can do on your own, but eventually you're going to need a developer. Just make sure you find a trustworthy and transparent developer to build or maintain your digital storefront.

If you do contract a web developer or web designer to build your website, then there are some really important items to ensure before you agree. You should always be the owner of your site and any associated digital property. Ensure you choose a reputable developer or agency that will provide reliable and trustworthy services.

We've worked with business owners that, in the end, find out they don't "own" their own website. They can't make changes to the content, update the metadata, or make technical fixes on their own site and must rely on the third-party developer, who then charges a premium for the work—what a nightmare!

*Your website creator should provide a clause in your contract transferring ownership upon payment & project completion.*

## WEBSITE OWNERSHIP & AUTHORITY GUIDE

✔ You should have ownership and authority over: \_\_\_\_\_

### Ownership of Your Site

Including administrative access and permissions to make changes to the content yourself

#### Ownership of Code

HTML/CSS/Javascript and source code from the site

#### Ownership of Aesthetics

Full control of the appearance & design of your website

#### Authority on Permissions

User & access control, including who gets into the site and when

#### Content Management Administration

Admin access to your CMS backend, the theme, and template files

#### Analytics Administration

Access to any analytics or data associated with the web property

#### Ownership in Writing

Written agreement of the ownership of the website & other data

✘ Things you won't "own": \_\_\_\_\_

#### The Domain

You're renting this from the Domain Registrar for a period of time

#### The Web Server

You likely have rights to the data, even if you don't own the server

#### The CMS

You just own your specific site files, not the CMS as a whole



**You should always be the owner of your site and any associated digital property**

## WEB DEVELOPMENT AND OWNERSHIP (continued)

At the end of your website build, you should be able to walk away with most of the site as you and your users know it (the content, images, videos, structure) on the domain you pay for from the registrar, although it might have to be transferred to another host and database, as you will not own those.

It's crucial to carefully review the terms and conditions, and any other relevant agreements when creating or managing a website to ensure that you have a clear understanding of your rights and ownership. If you're uncertain, consulting with legal professionals or seeking independent advice can help clarify any ambiguities regarding website ownership.

If you already have a website, think about whether it's doing what you need it to do. Your website should reflect your real-life business. It represents your company and your brand, so tone of the content, aesthetics and visual stimuli, the layout and hierarchy of the site—this should all communicate consistency and cohesive brand message.

If the site is not working well—it's not meeting business needs, your expectations, or the needs of your customers—it might be time to move your site to a new CMS platform that can better help your business reach the next level.

## SITE MOVES AND CHANGES

A site move, sometimes referred to as “site migration,” refers to the process of moving a website from one location or platform to another. Site migrations are typically carried out when a website undergoes significant changes such as redesigning, rebranding, changing hosting providers, or switching to a new CMS. Site migration can be complex and requires careful execution to ensure a smooth transition without negatively impacting the website's performance, search engine rankings, user experience, or functionality.

## PLAN YOUR SITE MOVE BEFOREHAND

Identify the reasons for the migration, set clear goals, and create a detailed strategy. Ensure that you have a backup of the current site and establish a testing environment to simulate the migration process and identify any potential challenges or conflicts ahead of time.

**Pro Tip:** Make sure to use a SEO site move checklist or hire a professional SEO agency like Logical Position to mitigate risk and ensure a smooth transition.

“  
Your Website Should  
Reflect Your Real-Life  
Business  
”



# SEO TOOLS

## SEO Tools Guide

There are numerous SEO tools available to help with different aspects of search engine optimization. Here are some popular tools that can help with analyzing and improving the technical aspects of your website:

**Pro Tip:** Make sure to use a SEO site move checklist or hire a professional SEO agency like Logical Position to mitigate risk and ensure a smooth transition.

Tool	What it is	Why it's important
Site Crawler	Automated software programs used by search engines to discover and index web pages.	Essential for search engines to index web pages and rank search results. Can also identify technical issues, analyze backlinks, and monitor changes on websites to drive optimizations and improve visibility in search results.
Mobile Friendly Testing	The process of evaluating a website's design, functionality, and performance to ensure it provides a positive user experience on mobile devices.	Having a mobile-friendly website is fundamental to your online presence. If your website isn't mobile-friendly, you need to explore the practices for enhancing mobile user experience.
PageSpeed Insights (or WebPageTest.org)	PageSpeed Insights (PSI) reports on the user experience of a page and provides suggestions on how that page may be improved. WebPageTest.org provides a more granular view of the same performance data alongside actionable insights and suggested solutions.	Optimize your website's speed for stronger performance and enhanced user experience. Improves mobile search engine rankings to increase conversion rates and ensure mobile-first indexing compatibility, which fosters user retention and loyalty.
Google Search Console	Complimentary service from Google used to monitor, maintain, and troubleshoot your site's presence in Google Search results.	It provides valuable insights into your website's indexing status, search performance, mobile usability, security, and rich results.
Google Analytics	A platform that collects data from your websites and apps to create reports that provide insights into your business.	It provides valuable data insights to measure website performance and analyze user behavior. Valuable in segmenting your audience to optimize conversions and analyze traffic sources, track goals to make data-driven decisions.

There are many other tools not listed above that can be useful for SEO. This list focuses on finding and diagnosing technical onsite SEO issues or problems with search engine providers.

# TECHNICAL AUDIT

You should periodically perform a technical audit of your website as an important part of a well-balanced SEO strategy. Conducting an SEO technical audit involves a systematic approach to assess various technical aspects of a website. The tools discussed above can help you identify areas of concern or opportunity.

## CRITICAL ELEMENTS TO REVIEW DURING A TECHNICAL SEO AUDIT:

### CRAWLABILITY

Refers to search engine crawlers' ability to access and crawl your website's pages effectively. Key elements to review include:

**Robots.txt file:** Check if the robots.txt file is properly configured to allow crawlers access to important pages and disallow access to irrelevant or sensitive areas.

**XML sitemap:** Ensure the XML sitemap is present, up-to-date, and properly submitted to search engines.

**URL structure:** Ensure URL structures are clean, descriptive, and easy to crawl.

**Redirects:** Identify any broken or improper redirects that may hinder crawlability.

**Internal linking:** Evaluate the internal linking structure to ensure proper link distribution, accessibility to important pages, and a clear hierarchy.

### SITE ARCHITECTURE

Refers to the organization and structure of your website, which influences both user experience and search engine crawling. Key elements to review include:

**URL structure:** Ensure your URL structure is logical, hierarchical, and optimized for both users and search engines.

**Navigation:** Review the website's navigation menus to ensure they are user-friendly, provide easy access to important pages, and facilitate crawling and indexing.

### INDEXABILITY

Refers to how well search engines can understand and index your website's pages. Key elements to review include:

**Meta tags:** Ensure that important meta tags, such as meta titles and descriptions, are properly optimized and unique for each page.

**Canonical tags:** Review the usage of canonical tags to prevent duplicate content issues and consolidate link equity.

**Duplicate content:** Identify any instances of duplicate content and implement measures to address them, such as canonicalization or implementing 301 redirects.

**Pagination:** If your website has paginated content, review the usage of rel=prev/next tags to guide search engines in understanding the relationship between pages.

### TECHNICAL PERFORMANCE

Factors impacting user experience and search engine rankings. Key elements to review include:

**Website speed:** Assess the website's loading speed and address any factors that may hinder performance.

**Mobile-friendliness:** Ensure that your website is optimized for mobile devices, providing a seamless user experience on smartphones and tablets.

**HTTPS & security:** Review the website's security measures, including the implementation of HTTPS encryption and security protocols.

**Pro Tip:** Regularly scheduled technical audits are a great way to check your site is running at its best and presenting all your content clearly to search engines. This is especially true after a site migration or after large changes to your website.

# TECHNICAL SEO IN ACTION

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Local SEO

## ***Dan, Owner of Desert Scapes***

Dan performs a technical audit of his website to ensure it's search engine friendly. Fortunately, his website passes the audit with no major issues, meaning there aren't any critical technical SEO opportunities for him to address at this time.



B2B Supplier

## ***Jason, Owner of Ecopower Solutions***

One major issue Jason identifies on his site is indexing problems due to duplicate content. He sets up canonical tags correctly to prevent duplicate content and enhance overall website performance.



National SEO

## ***Samantha, Owner of Formula Express***

During a technical SEO audit, Samantha discovers a substantial number of redirects and 404 errors, mainly stemming from consolidated pages. Many of these were pages that previously attracted traffic and backlinks.

## QUESTIONS

1. When was my site launched and on what platform?
2. Does my site load as fast, or faster, than my competitors' sites?
3. How many pages are indexed currently compared to how many total pages are there on my website?
4. Has my website undergone any significant changes recently?
5. Are there any technical issues that are preventing my website pages from being properly indexed?

---

## ACTION ITEMS

Confirm that you have access to your website. If not, connect with your website developer.

If significant changes were recently made to your website, confirm that the proper steps were taken to mitigate organic loss.

Leverage available SEO tools to audit your website performance.

Double check that your site is mobile-friendly.

# 5

# CONTENT CREATION

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# CONTENT CREATION

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After your website is in a good place technically, it is time to create high-quality content optimized for search engines. Content remains king in SEO, and the quality and relevance of your content will help increase your organic rankings. Creating engaging, informative, and keyword-focused content for your target audience is essential for achieving your business goals.

## Creating an SEO Content Strategy

Creating an effective SEO content strategy includes several steps. The goal is to produce content that meets the needs of your audience, aligns with your business objectives, and improves your search engine rankings. Here's a step-by-step process to create an effective SEO content strategy.

**Define Goals:** Start by identifying any overarching goals for your digital marketing strategy. These goals may include increasing organic traffic, improving rankings for specific keywords, generating leads or conversions, or enhancing brand visibility. By establishing clear goals, you'll be able to set clear KPIs and measure success.

**Understand Target Audience:** You can't curate high-value content if you don't understand the intentions of your audience. Study your target end user and make decisions based on their preferences. If you make assumptions, fine, but be sure to test and monitor effectiveness to ensure sustained campaign effectiveness.

**Perform Keyword Research:** Regularly analyzing keywords and relevant search queries is paramount to engaging your target audience with relevant content.

**Optimize & Promote:** Fine-tune your content by optimizing onsite SEO factors, including titles, meta descriptions, headings, URLs, and internal linking. Promote your content by leveraging social media, engaging with relevant communities and influencers, and link building to increase visibility and authority.

**Pro Tip:** Incorporate long-tail keywords — These keywords are usually more specific or detailed and often reflect the precise intent or query of a user. These keywords may have less competition and target more qualified leads and conversions.

“

Content Remains  
King in SEO

”

# Why an SEO Content Strategy Is Important

The goal of search engines is to provide the best possible results to their users. By focusing on SEO in your content strategy, you're working to ensure that search engines view your site as the most relevant and helpful for users in response to certain search queries.

**Increase Visibility & Rankings:** Optimizing content with relevant keywords increases probability of appearing in top organic positions in search engine results pages (SERPs) and attracting additional organic traffic.

**Boost Organic Traffic:** Ranking higher for target keywords makes it easier for users to discover the answers to their queries on your website. Organic traffic is inherently more qualified, leading to more engagement and advocates for your brand.

**Build Authority & Trust:** Consistently delivering high-quality, informative content that addresses the needs of your target audience allows you to establish your brand as a thought leader in your industry. This helps gain credibility, increases trust with your target audience, and strengthens long-term customer relationships.

**Improve User Engagement & Experience:** Well-structured, engaging, and relevant content will lead to increased time spent on the site, lower bounce rates, and higher levels of user engagement (i.e., more comments, social shares, and conversions). These actions signal to search engines that your website is valuable and relevant.

**Establish a Competitive Edge:** Producing unique content can help you outperform competitors in search rankings. This allows your brand to differentiate itself, establish a strong brand presence, and capture a higher share of organic traffic within a specific industry or niche. A data-driven content approach helps you stand out and position your brand as a main trusted resource for your target audience.

A content strategy is the backbone of a brand voice. Use this opportunity to identify your value proposition and any perceived upside to the end user. Further, by utilizing data and adapting your SEO content strategy to align with evolving search trends and user behavior, operators can maximize SEO effectiveness and attain long-term success.

## Incorporating Keywords

To optimize your on-page content and blog posts, it's essential to effectively incorporate keywords. Here are some tips to help you incorporate keywords in a strategic and natural way.

**Keyword Research:** Begin by identifying relevant keywords and phrases that align with the intent of the target audience. Use keyword research tools such as Google Keyword Planner, SEMrush, or Ahrefs to discover keywords with high-traffic search volume and moderate competition levels.

**User Intent:** Consider the user's intent or reason behind a search. Are they looking for information, a specific product, or a solution to a problem? By comprehending the purpose of the search query, you can create content that meets their needs.

**User Experience:** To ensure user experience satisfaction, content should provide comprehensive answers to actual search queries. The content must maintain relevance to the topic throughout, enabling the user to quickly and easily find what they're looking for.



**Pro Tip:** Use Related Terms or Variations —You can easily incorporate keywords into your content by using related terms or variations. You can create more relevant, meaningful content by reconstructing/rearranging the keyword, using semantic variation, or breaking the keyword apart.

# Onsite SEO

Onsite SEO, also known as on-page SEO, refers to the practice of optimizing various elements on your website to improve its visibility and rankings in search engine results. It involves optimizing elements that are visible to consumers in search engine results and on your site, such as titles, descriptions, H1 tags, and on-page content. Here's an overview of the importance of onsite SEO and how to optimize your website for search engines.

## Importance of Onsite SEO

Onsite SEO plays a crucial role in helping search engines understand the relevance and value of your web pages. It also enhances the user experience by providing clear and descriptive information. Here are some key reasons why onsite SEO is important:

**Improved Rankings:** Optimizing onsite content with the proper keywords helps search engines understand the context and relevance of your web pages, increasing the chances of ranking higher in desired search results.

**Increased click-through rates (CTR):** Well-crafted meta titles and descriptions that accurately describe the page's content can entice users to click on your website in search results, improving your CTR.

**Keyword targeting:** Onsite SEO allows you to strategically target and optimize your website for relevant keywords, increasing the authority and visibility of your pages in search results.

**Enhanced user experience:** Well-optimized titles, descriptions, and content provide clear information to users, leading to better engagement, longer time on site, and increased conversions.

## Optimizing Onsite SEO Elements

To optimize your website for maximum visibility, consider the following critical onsite SEO elements:

**URL structure:** Include target keywords in the URL slug (part of the URL that follows the domain) to make it more relevant and SEO-friendly. Keep them clear and descriptive regarding the content.

**Page titles:** Craft unique, concise, and keyword-rich titles that accurately represent the content of each page. Include your target keyword near the beginning of the title and keep it within recommended length limits (around 40-60 characters).

**Meta descriptions:** Write a compelling meta description that summarizes the page's content and entices users to click. Include relevant keywords and keep it within recommended length limits (around 140-160 characters).

**Heading tags (H1, H2, etc.):** HTML header tags structure the content on a webpage and indicate headings. Incorporate variations of the target keyword in the headings, especially in the main heading (H1 tag).

**Body content:** Create unique, high-quality content that satisfies the user's search intent. Use proper anchor text for relevance and incorporate target keywords naturally throughout the content, but avoid keyword stuffing. Use subheadings (H2, H3, etc.) to structure your content for readability with internal links where possible.

Additionally, consider optimizing other elements such as image alt tags (best used when selling/offering a visual service or product), URL structures (depending on CMS, this action could create a brand-new page), and schema markup to further enhance your onsite SEO efforts.



**Remember**, the key to effective onsite SEO is to create content that is not only keyword driven but that is also relevant and reads naturally. There's a fine balance between writing for the consumer and for Google's search algorithm. Your content should focus on the consumer first and be backed up with search terms from the search engine results landscape.

**Pro Tip:** URL structure can be very important for search engines as well as your customers. Having clearly defined nested directories improves the user experience by giving clear indications of what that page is about.

# Onsite SEO (continued)

## Site Structure/Organization

Site structure and organization play a crucial role in SEO for several reasons:

**Crawlability and indexability:** Clear and logical site structure allows search engines to crawl and index your pages more efficiently, ensuring that all relevant pages are discovered and included in search results.

**User experience:** A well-organized site structure enhances the user experience by making it easier for visitors to find the information they are looking for. Positive user experience metrics, such as low bounce rates and lengthy time on site, can indirectly impact your search engine rankings.

**Internal linking:** Internal links connect your web pages together and help search engines understand the relationships between different pages on your site. This can adequately distribute link equity to improve visibility on important pages, and enhance overall SEO performance of your website.

**Keyword optimization:** Proper site structure allows you to strategically incorporate keywords into your URLs, page titles, and headings. These signal relevance of your content to search engines by organizing site hierarchy to improve authority.

**Site updates and scalability:** A well-structured site is easier to update and scale as your website and business offerings grow. This scalability helps maintain a consistent user experience and allows search engines to quickly discover and index new content.

By organizing your website in a logical and user-friendly manner, you can improve your site's crawlability, enhance the user experience, boost your SEO efforts, and increase the chances of higher rankings in search engine results.

## Blogging

Consistent blogging is another effective way to enhance your website's SEO. Blogging provides a continuous stream of fresh and dynamic content for your target audience and search engines. Here are some strategies for optimizing your blog content for SEO success.

**Choose topics with purpose:** Brainstorm ideas that align blog topics with your target keywords and user intent. This strategy will help search engines understand the content's relevancy and facilitate link building opportunities.

**Optimize blog posts:** Integrate target keywords within titles, meta descriptions, headers, URL structures, etc. Also, add contextual internal links to other relevant pages of your website to improve user experience and strengthen your website's internal linking structure.

**Publish high-quality content:** Well-researched, engaging blogs with unique insights and experiences help establish expertise and authority.

**Promote content:** Leverage social media, email marketing, and additional outreach opportunities to boost visibility of blog content. Effective link-building strategies can enhance blog performance and build brand awareness.

**Analyze performance:** Use industry tools like Google Analytics or SEMrush to monitor blog metrics like organic traffic, rankings, and conversions. Based on these insights, remember to refine your blog strategy to better meet your goals and target audience's behavior(s).

**Post consistently:** Search engines prefer websites that regularly publish fresh, high-quality content.

**Pro Tip:** Repurpose and update old blog posts — Though crafting fresh, evergreen content is always encouraged, you can still renew outdated blog posts to remain relevant. Think about revising statistics, links, or examples to refresh content. Don't be afraid to add new visual or multimedia elements to give content a more modern feel. Consistently re-evaluating your blogs ensures they remain relevant to the user and continue to perform well in search results.

# Applying Best Practices

In a competitive online landscape, applying SEO best practices to your content is crucial for success. By optimizing your content with targeted keywords, relevant metadata, and strong backlinks, you can improve your website's visibility, attract the right audience, and drive organic traffic. These tactics help ensure search engines recognize the relevance and value of your content, increasing your chances of ranking higher in search results.

## On-Page Content

**Page title:** Include the target keyword naturally in the page title while keeping it descriptive and enticing.

**Heading tags (H1, H2, etc.):** Incorporate variations of the target keyword in the headings, especially in the main heading (H1 tag).

**Meta description:** Write a compelling meta description that includes the target keyword and accurately summarizes the content.

**Body content:** Integrate the target keyword naturally throughout the content, ensuring it flows smoothly and fits contextually. Avoid keyword stuffing, as it can harm the readability and user experience. Make sure your content answers the user's queries.

## Blog Post

**Title:** Incorporate the target keyword in the blog post title while making it engaging and click-worthy.

**Introduction:** Include the target keyword in the introduction of your blog post to establish relevance early on.

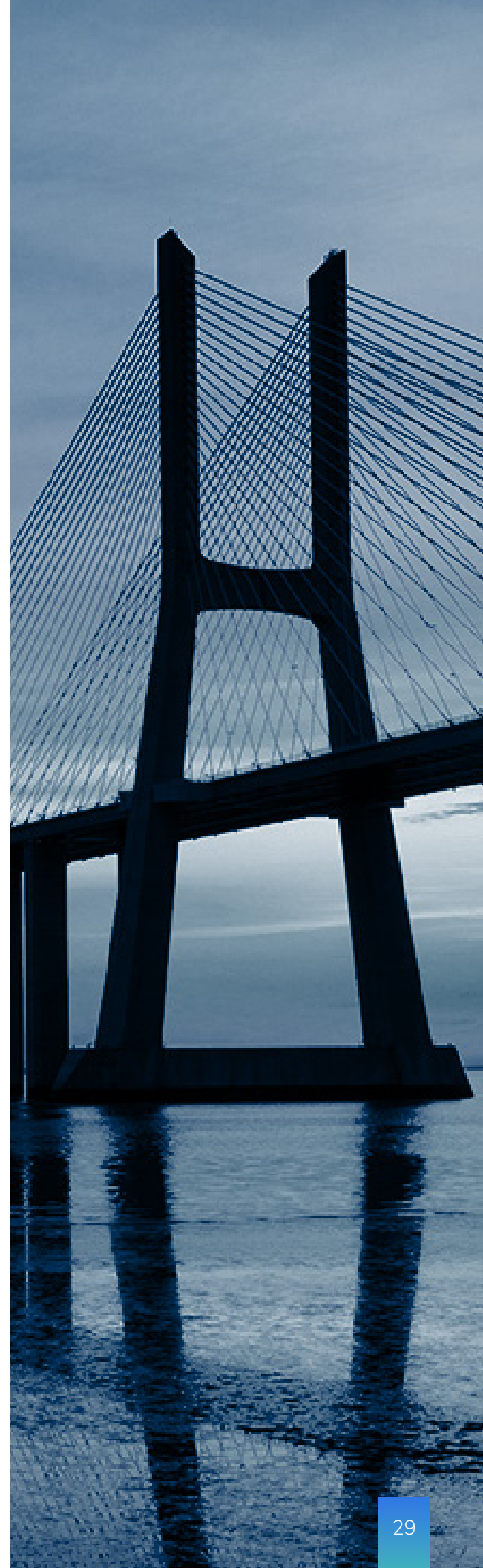
**Subheadings:** Use subheadings (H2, H3, etc.) throughout the blog post and include variations of the target keyword where appropriate.

**Body Content:** Integrate the target keyword naturally within the content, but prioritize creating valuable and engaging content that serves the user's needs. Focus on providing comprehensive information, answering questions, and addressing the topic thoroughly.

**Conclusion:** Summarize your blog post and consider including the target keyword again, if it fits naturally.

While it is important to acknowledge these best practices, the key to effectively incorporating keywords is to maintain a balance between optimization and user experience. The main goal should always be to focus on creating high-quality, relevant, and user-friendly content.

**Pro Tip:** Be strategic when selecting blog topics — Just as you review your keyword strategy, don't forget to regularly evaluate your selected blog topics to promote engagement with your target audience and enhance performance.



# BEST PRACTICES IN ACTION

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Local SEO

## *Dan, Owner of Desert Scapes*

To enhance his online presence, Dan prioritizes content creation. He maintains audience engagement by regularly updating his website with seasonal content, creating landing pages for his targeted keywords, and actively managing his Google Business Profile (GBP).



B2B Supplier

## *Jason, Owner of Ecopower Solutions*

Additionally, Jason rewrites product descriptions and creates customized content for each product, ensuring it's informative and engaging. This will improve user experience and help his website stand out in search results.



National SEO

## *Samantha, Owner of Formula Express*

To rebuild her website's content, Samantha crafts high-quality material for the rebuilt pages, customized to showcase her current inventory. She integrates shareable elements, such as infographics, within this content to captivate users.

## QUESTIONS

1. Is my content well-structured and optimized with SEO best practices in mind?
2. Does my existing website content align with target keywords and user intent?
3. Is my content high quality and relevant to my target audience?
4. Am I blogging consistently?
5. Do my blog posts answer questions completely and include visual elements (action)?
6. What questions are my customers asking that aren't being answered on my website?

---

## ACTION ITEMS

Audit your current content to identify opportunities to improve structure, formatting, metadata, headings, and internal links.

Create fresh and unique content that incorporates target keywords naturally throughout.

Develop blog strategy that answers questions that are relevant to your target audience.

Perform a content gap analysis compared to competitor content to identify topic opportunities.

Incorporate different assets like infographics to complement blog content.

# 6

# BACKLINKS

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# BACKLINKS

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Citations and/or references that hyperlink from one webpage to another are known as backlinks. In order to pass authority between sites, these extensions need to be marked as dofollow links.

## Why Do You Need Backlinks?

**Authority & Trust:** Backlinks are endorsements from other websites, indicating value and trust to search engines. More is better.

**Improved search rankings:** Quality backlinks can help you outrank competitors and increase your visibility in organic search. When multiple sites link to the same page, search engines identify that content as valuable.

**Referral traffic:** Backlinks refer users to another website relevant to the original topic they were researching. This direct traffic is deemed more qualified and presents opportunities to capture additional traffic organically.

## What Makes a Good Backlink?

Good backlinks serve more than one purpose while establishing authority with search engines and driving traffic to your website. Here are a few:

**Relevance:** Search engines consider backlinks from relevant sources more valuable if the website is trusted within the same or similar niche.

**Authority:** Backlinks from trustworthy sites carry more weight. Contributing factors include the domain age, quality of content, and overall reputation.

**Anchor text:** The clickable text within a hyperlink is essential to keep descriptive and relevant content that accurately reflects the content on your website. This helps search engines learn the context and relevance of the backlink.

**Diversity and variation:** Aim for a mix of links from various domains if possible. Vary between blogs, news sites, industry directories, and social media platforms. This signals your website connectivity and drives authority.

**Natural link profile:** Slow and steady wins the race. Search engines analyze the pattern growth of your backlink profile. Steady accumulation of backlinks over time compared to a sudden surge will be weighted favorably.

**Avoid spam and low-quality links:** Low-quality backlinks from irrelevant or unrelated websites, link farms, paid links, and low-quality directories are detrimental and must be avoided. These attempts harm your website's SEO reputation.

Building a strong backlink profile takes time, and it starts with creating valuable content that others find worth linking to. By prioritizing relevance, authority, and trustworthiness, you can start building a foundational backlink profile even with limited SEO knowledge.





# BACKLINKS

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## Strategies To Build High-Quality Backlinks

**Content is king:** Producing valuable, informative, and shareable content is one of the most effective ways to attract natural backlinks. Focus on creating content that stands out, addresses a specific need, or offers unique insights. This can entice other websites to link to your content as a valuable resource.

**Outreach and guest blogging:** Reach out to relevant websites, blogs, or influencers in your industry and offer to contribute guest posts. Guest blogging allows you to showcase your expertise, gain exposure to a new audience, and earn backlinks in author bios or within the content itself. Ensure that the websites you approach are authoritative and reputable.

**Broken link building:** Find websites in your niche that have broken links (links that lead to nonexistent pages) and reach out to the website owners or webmasters. Offer to replace the broken link with a relevant resource from your own website. This strategy provides value to the website owner by helping them fix their broken links while earning a backlink for yourself.

**Influencer and expert mentions:** Identify experts in your industry and mention them in your content. After publishing, reach out and let them know that you mentioned them. If they find your content valuable, they may share it with their audience, potentially earning you backlinks and increased visibility.

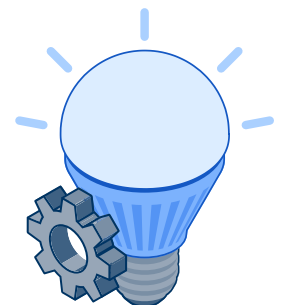
**Social media promotion:** Share your content on social media platforms to increase its visibility and reach. Engage with your audience, influencers, and industry communities to encourage sharing and linking to your content. Social signals and shares can indirectly contribute to attracting backlinks.

**Skyscraper technique:** Find popular, high-ranking content in your industry and create a better, more comprehensive version. Once you've created the superior content, reach out to websites that linked to the original content and suggest that they consider linking to your improved version. This technique leverages existing opportunities and enhances your chances of earning quality backlinks.



**Pro Tip:** Focus on Quality over Quantity — Instead of pursuing a high volume of backlinks, prioritize high-quality, authoritative backlinks from reputable websites in your industry. A single backlink from a trusted and relevant source can often provide more SEO value than multiple low-quality links.

**Remember,** building high-quality backlinks is a long-term process that requires patience and persistence. Prioritize obtaining links from authoritative and relevant websites within your industry, as these carry more weight in terms of SEO value. By taking a natural approach to link building, businesses can usurp search engines entirely with direct traffic and leverage meaningful rankings among industry peers by reaffirming domain relevance. Finally, staying on top of current trends is paramount to continually staying ahead of ongoing changes as search engine algorithms evolve to better interpret user intent.



# BACKLINKS IN ACTION

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Local SEO

## *Dan, Owner of Desert Scapes*

In a bid to establish a network that amplifies his visibility within his target area, Dan embarks on research within local directories and associations. He further strengthens his online presence by interlinking to his service pages through his GBP.



B2B Supplier

## *Jason, Owner of EcoPower Solutions*

Since EcoPower Solutions is already an industry leader, Jason can prioritize technical SEO aspects such as fixing canonical tags over backlinking.



National SEO

## *Samantha, Owner of Formula Express*

Recognizing the importance of backlinks in her competitive industry, Samantha intends to regain lost authority through a strategic approach. She partners with an SEO agency to gain a better understanding of her current backlink profile and receives suggestions regarding competitors' backlinks. Samantha will employ the skyscraper method and manual outreach to secure relevant and authoritative backlinks.

## QUESTIONS

1. What sites are currently linking to my website?
2. How competitive is my industry in terms of link building?
3. What strategies can I use to bolster my backlink profile?
4. How can I create link-worthy assets?
5. Which pages on my website should I focus my link building efforts on?

---

## ACTION ITEMS

Analyze current domains linking to your website and review their authority and relevance.

Research linking opportunities in your industry and apply successful strategies used by others.

Brainstorm additional linking opportunities to gain more visibility.

Create shareworthy resources or visual assets to promote backlinking and establish authority within your industry.

Set realistic timelines for link building and measuring success.

# 7

## TRACKING PROGRESS

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# TRACKING PROGRESS

Tracking progress and measuring results in SEO is essential to understand the effectiveness of your strategies, identify areas for improvement, and make data-driven decisions.

## Why It Matters

**Performance evaluation:** Tracking progress allows you to evaluate key performance indicators and campaign success.

**ROI assessment:** Measure return on investment (ROI) of your SEO campaigns. By understanding the impact on your business goals, you can prioritize strategies that yield the best results.

**Cost per acquisition:** This question multiplies total new users x conversion rate and divides that by total budget to determine CPA.

**Strategy optimization:** By analyzing data, you can identify trends and opportunities to optimize your SEO strategies for better performance and higher rankings.

**Competitive analysis:** Compare your performance with industry peers to gauge overarching progress and reveal new opportunities.

## Tracking Tools

**SEMrush:** Provides keyword research, backlink analysis, site audit reports, rank tracking, and competitor analysis to track keyword rankings and monitor performance.

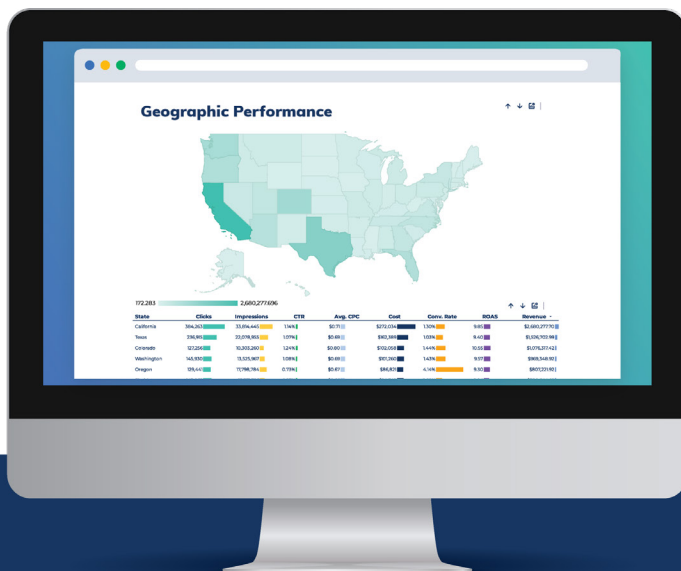
**Google Analytics:** GA4 tracks website traffic, user behavior, and conversions, so you can gain insights into user demographics and behavior.

**Google Search Console:** This tool provides information about keyword rankings, crawl errors, indexation status, and search performance to inform your strategies.

**Ahrefs:** This popular SEO tool tracks backlink profiles alongside your competitors to identify new link building opportunities.

**Moz:** Moz offers a suite of SEO tools, including Moz Pro, which provides keyword research, rank tracking, domain ranking, site audits, and backlink analysis. Moz also offers Moz Local, which helps with local SEO management and listings.

**Google Trends:** Google Trends provides a great overview of the trend in search queries both in the short term (the last few days) and long term (years). We can utilize this tool to adjust our strategies as needed.



**Pro Tip:** Looker Studio is a great way to aggregate data from different tools to monitor the progress of your SEO efforts.

# SEO TRACKING IN ACTION

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## ***Dan, Owner of Desert Scapes***

Finally, Dan keeps a close eye on his progress by tracking his keyword rankings using SEMrush. He also monitors his organic traffic and conversion rates through Google Analytics 4 (GA4), allowing him to make data-driven decisions to further improve his online performance and reach his goals.



## ***Jason, Owner of Ecopower Solutions***

To monitor the progress of his SEO efforts, Jason relies on tools like Google Search Console to track indexing and keyword rankings. These insights guide his ongoing SEO strategy adjustments.



## ***Samantha, Owner of Formula Express***

Continuous monitoring of Google Search Console is an essential part of Samantha's strategy. She'll ensure new pages are being properly indexed and will track her progress as she implements changes to regain lost traffic and rankings.

## QUESTIONS

1. How have my target keyword rankings changed over time?
2. What changes have I seen in overall organic traffic?
3. Have I seen an increase in quality backlinks from relevant sites?
4. Has the increase in organic traffic resulted in a measurable increase in conversions or revenue?
5. How are your other KPIs trending?

---

## ACTION ITEMS

Monitor your monthly rankings to measure overall progress gaining visibility.

Use Google Analytics to review traffic growth and trends.

Use backlink tools to check backlink profile to ensure link building efforts are natural and successful.

Set up goals in Google Analytics to track conversion rate

Use data to make appropriate strategy adjustments.

# CONCLUSION

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Search engine optimization (SEO) is a continually evolving field that requires persistent effort and focus on fundamentals—and a step-by-step approach. Core concepts include keyword research, content optimization, and backlink building.

The most vital takeaway is that SEO is a marathon, not a sprint. With regular and ongoing analysis and adjustment, your organic rankings will steadily improve over time. Be patient yet persistent by focusing on value-driven strategies versus quick wins. As your needs scale and become more complex, agencies like Logical Position can provide expertise to elevate your optimization efforts. Staying updated on best practices and prioritizing user experience are keys to long-term growth and success. To enhance your brand visibility and ROI, visit Logical Position and explore their SEO solutions to help grow your business.

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