

SEO STRATEGY 101



@njmott

What is **SEO strategy**? **SEO strategy** is the process of organizing a website's content by topic, which helps search engines like Google understand a user's intent when searching. 24 Apr 2019



How to Create an SEO Strategy for 2019 [Template Included]

<https://blog.hubspot.com/marketing/seo-strategy>

The 9-Step SEO Strategy for 2019 [NEW] - Backlinko

<https://backlinko.com> › [seo-strategy](#)

8 Jan 2019 - The 9-Step SEO Strategy for 2019 [NEW] Step #1: Find an "Opportunity Keyword" Step #2: Analyze Google's First Page. Step #3: Create Something Different... Or Better. Step #4: Add a Hook. Step #5: Optimize For On-Page SEO. Step #6: Optimize For User Intent. Step #7: Make Your Content Look Awesome. Step #8: Build Links to ...

[Mobile SEO](#) · [Skyscraper Technique](#) · [Ahrefs](#) · [Commercial Intent](#)

A Simple SEO Strategy for 2019 (The 'Middleman' Method)

<https://ahrefs.com> › [blog](#) › [seo-strategy](#) ▼

3 Apr 2019 - Looking to boost organic traffic to the pages that really matter? Here is an SEO strategy for doing precisely that.

How to Create an SEO Strategy for 2019 [Template Included]

<https://blog.hubspot.com> › [marketing](#) › [seo-strategy](#) ▼

24 Apr 2019 - Here's a true statement you don't hear as often: Your SEO strategy for 2019 shouldn't focus on keywords. Click here to get everything you need to get your website ranking in search. What is an SEO? 1. Make a list of topics. 2. Make a list of long-tail keywords based on these topics. Build pages for each topic.

21 Effective SEO Techniques for 2019 | Low Effort & High Return

<https://cognitiveseo.com> › [blog](#) › [effective-seo-techniques](#) ▼

21 Effective Low Effort & High Return SEO Techniques for 2019. By Adrian Cojocariu There's a nice SEO strategy called locked content. You can unlock that ...

A person with dark curly hair, wearing a striped shirt and jeans, is sitting alone in the center of a large, empty theater. They are leaning back with their arms resting on the seat behind them. The theater has many rows of orange seats, and the background is dark, suggesting a stage or screen area.

**What's so different about
SEO strategy in 2019?**

Google
EAT

The image features the Google logo in its multi-colored font, with the 'l' in 'Google' being green. Below the logo, the word 'EAT' is written in large, glowing neon letters. The letters are primarily red with a yellow-orange outline. The background is a dark, textured brick wall. The entire scene is framed by a dark blue border, and the background of the slide shows rows of empty orange theater seats.



Chrome

Facebook



Voice Search

Gmail



Instagram





rel="no follow"

**Marketers (and their clients / bosses)
misuse the word strategy all the time**

The meaning of strategy is so frequently forgotten in the context of SEO



A strategy is not a project plan

A hand holding a blue pen points to a bar chart on a document. The chart features stacked bars in yellow, red, and teal. Below the bars, a line graph with green and red lines is visible. The entire scene is overlaid with a semi-transparent dark grey filter.

A strategy is not a KPI, or a set of KPIs



A strategy is not ranking #1 for a particular keyword

*A strategy is not a checklist

- Step #1: Find an “Opportunity Keyword”
- Step #2: Analyze Google’s First Page
- Step #3: Create Something Different... Or Better
- Step #4: Add a Hook
- Step #5: Optimize For On-Page SEO
- Step #6: Optimize For User Intent
- Step #7: Make Your Content Look Awesome
- Step #8: Build Links to Your Page
- Step #9: Improve and Update Your Content
- Bonus Step #1: Increase Your Domain Authority
- Bonus Step #2: Build a Community on Your Site

A person with dark, curly hair is sitting in the center of a theater, surrounded by rows of empty orange seats. They are wearing a striped tank top and blue jeans, with their arms resting on the seat backs. The scene is dimly lit, with the person's face and the seats in the immediate foreground being more visible than the background.

***OK sometimes it is**

But that's the strategic bit

- Step #1: Find an “Opportunity Keyword”
- Step #2: Analyze Google's First Page
- Step #3: Create Something Different... Or Better
- Step #4: Add a Hook
- Step #5: Optimize For On-Page SEO
- Step #6: Optimize For User Intent
- Step #7: Make Your Content Look Awesome
- Step #8: Build Links to Your Page
- Step #9: Improve and Update Your Content
- Bonus Step #1: Increase Your Domain Authority
- Bonus Step #2: Build a Community on Your Site



A person is seen from behind, sitting in a theater. The theater has many rows of orange seats. The person is in the middle row, and the seats in the foreground and background are empty. The text is overlaid on a white rectangular box in the center of the image.

make specific recommendations
that will help a particular company
in a particular market
achieve a defined objective

*I have stolen this wording from Hannah Smith
<https://worderist.com/>



Context is everything.

A person is sitting on a concrete ledge of a train platform. They are wearing a light-colored t-shirt and dark shorts. They are holding a large map or brochure open in front of them. A black camera is resting on the ledge next to them. A dark backpack with a polka-dot pattern is also on the ledge. The person is wearing white sneakers with red stripes. In the background, there are train tracks, gravel, and a covered platform area with other people in the distance. The scene is outdoors with trees and a clear sky.

The components of any strategy:

- 1) Where are we now?**
- 2) Where do we want to be?**
- 3) How do we get there?**

A close-up, slightly blurred photograph of a map with several pushpins of different colors (green, blue, yellow, orange) pinned to it. The pushpins are arranged in a way that suggests a strategic or analytical process, with some pins pointing to specific locations on the map. The lighting is warm and focused on the pins, creating a sense of depth and detail.

Always start with a situation analysis

Understand your position in the marketplace



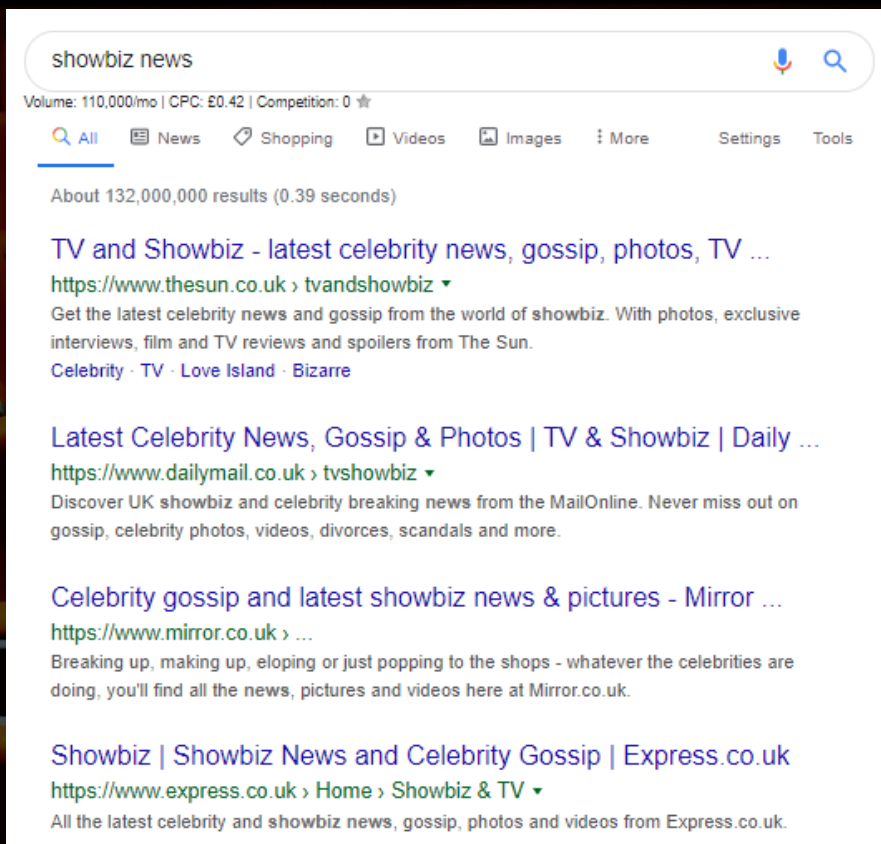
ahrefs

SISTRIX
TOOLBOX



SEMRUSH

But failing that...



showbiz news

Volume: 110,000/mo | CPC: £0.42 | Competition: 0 ★

[All](#) [News](#) [Shopping](#) [Videos](#) [Images](#) [More](#) [Settings](#) [Tools](#)

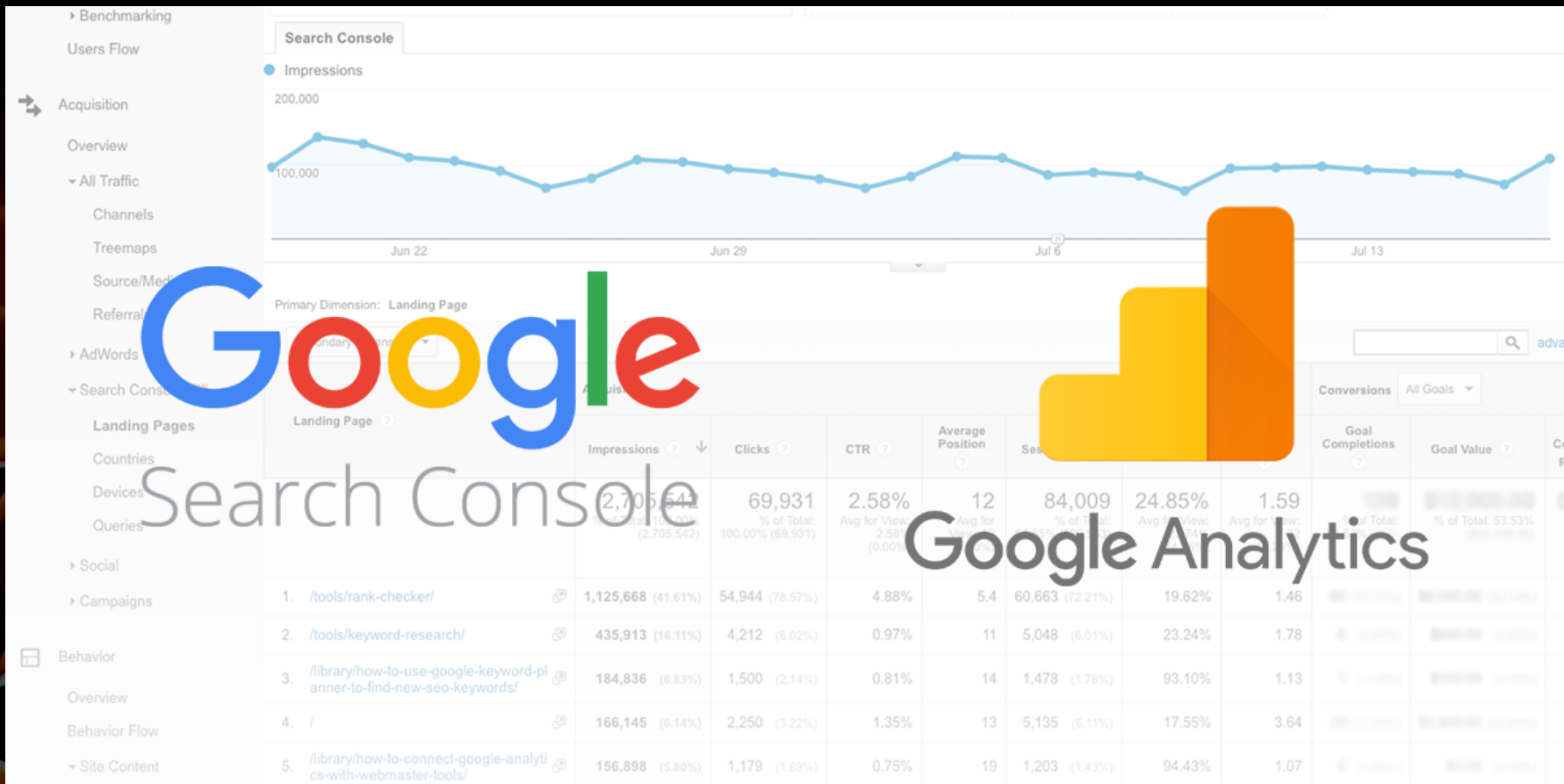
About 132,000,000 results (0.39 seconds)

TV and Showbiz - latest celebrity news, gossip, photos, TV ...
<https://www.thesun.co.uk/tvandshowbiz> ▼
Get the latest celebrity news and gossip from the world of showbiz. With photos, exclusive interviews, film and TV reviews and spoilers from The Sun.
[Celebrity](#) · [TV](#) · [Love Island](#) · [Bizarre](#)

Latest Celebrity News, Gossip & Photos | TV & Showbiz | Daily ...
<https://www.dailymail.co.uk/tvshowbiz> ▼
Discover UK showbiz and celebrity breaking news from the MailOnline. Never miss out on gossip, celebrity photos, videos, divorces, scandals and more.

Celebrity gossip and latest showbiz news & pictures - Mirror ...
<https://www.mirror.co.uk> > ...
Breaking up, making up, eloping or just popping to the shops - whatever the celebrities are doing, you'll find all the news, pictures and videos here at Mirror.co.uk.

Showbiz | Showbiz News and Celebrity Gossip | Express.co.uk
<https://www.express.co.uk/Home/Showbiz&TV> ▼
All the latest celebrity and showbiz news, gossip, photos and videos from Express.co.uk.



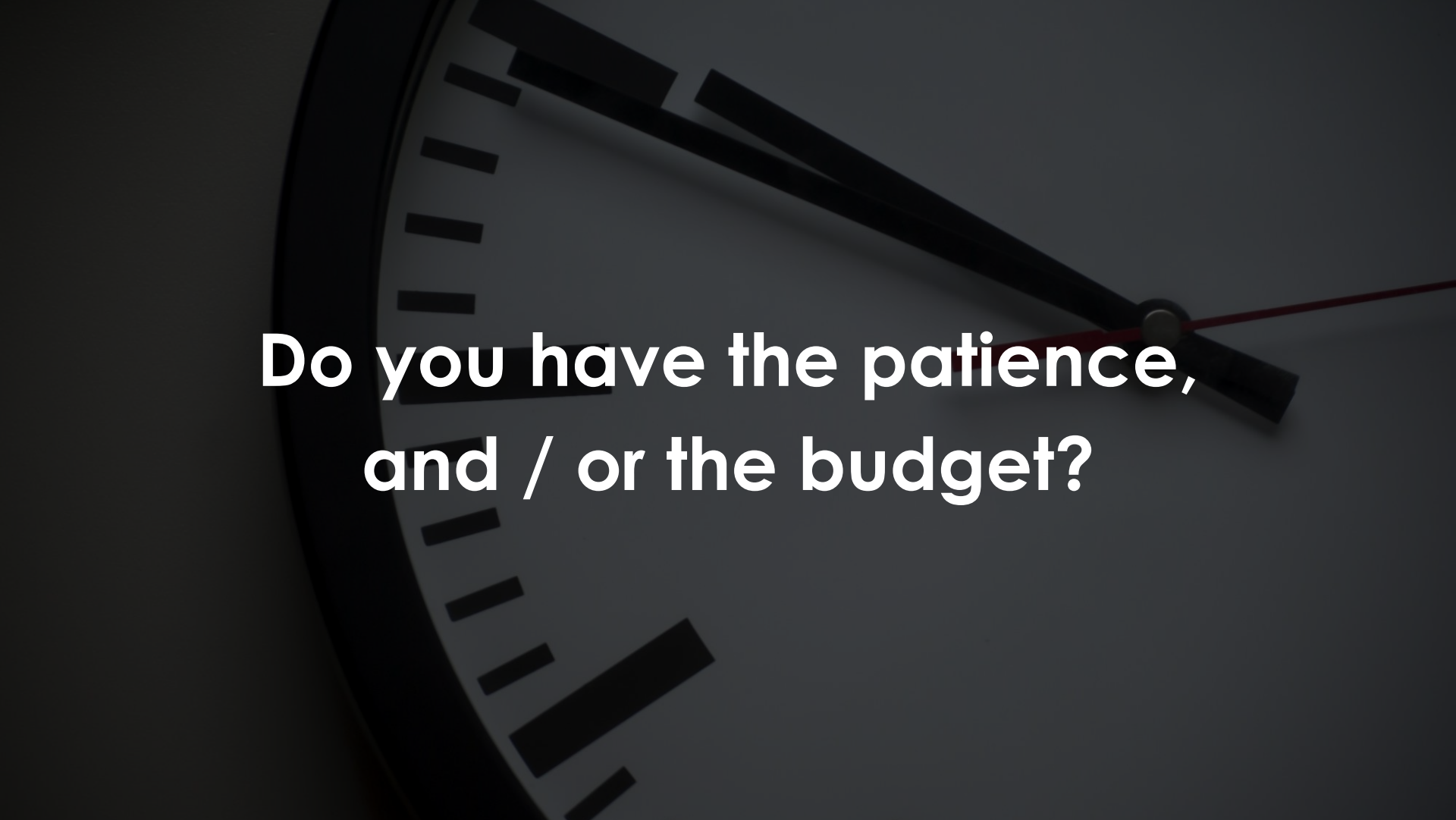
A woman in a light-colored blazer is pointing her right index finger at a small, light blue sticky note on a dark wall. The wall is covered with numerous other sticky notes in various colors (yellow, orange, green, blue). In the background, a woman with blonde hair is looking towards the wall. The text "Define your objective(s)!" is overlaid in white, bold font across the center of the image.

Define your objective(s)!

What do you, or your client, want to achieve from SEO?

A grayscale image showing a hand pointing at a technical drawing, likely a floor plan or architectural blueprint. The drawing contains various lines, dimensions, and labels such as 'WOMEN WASHROOM', 'MEN WASHROOM', and '202 HOUSE'. The text 'Can you realistically achieve it?' is overlaid in white, bold font across the center of the image.

Can you realistically achieve it?

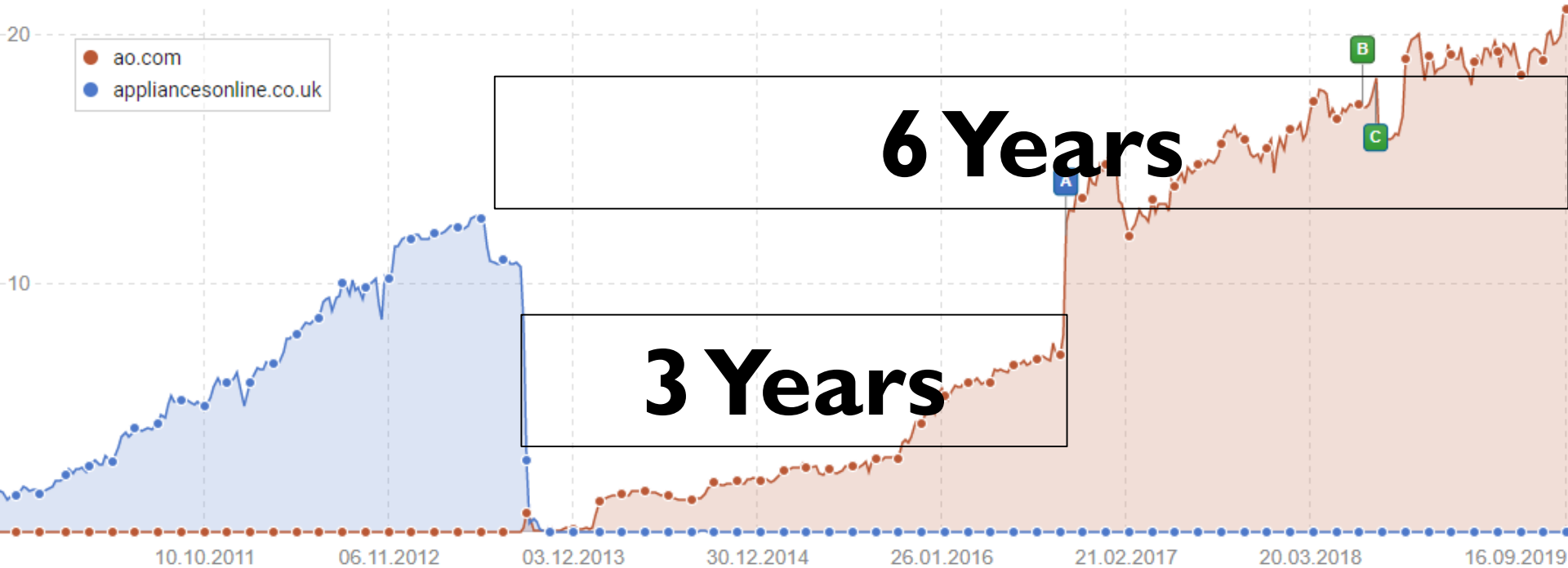


**Do you have the patience,
and / or the budget?**



Visibility Index





A person with short hair, wearing a red long-sleeved shirt, is shown from the chest up. They are sitting in a dark, possibly office or home setting, with their right hand covering their face in a gesture of frustration, stress, or despair. The background is dark and out of focus, showing some architectural lines.

SEO quick wins??

A dark, circular medal with five stars and the word "WINNER" embossed on it. The medal is centered on a dark background. The word "WINNER" is embossed in the center, with five stars arranged around it: two at the top and three at the bottom. The medal has a slightly worn, metallic appearance.

“First page of Google”

The background of the image consists of several stacks of ancient, dark-colored coins. The coins are arranged in a way that creates a sense of depth and texture. Each coin has intricate Latin inscriptions and decorative patterns. The text "More leads" is superimposed over the center of the image in a white, sans-serif font. The overall lighting is soft, highlighting the metallic surfaces of the coins against a dark, muted background.

“More leads”

A person with dark, curly hair is sitting in the center of a large, empty theater. They are wearing a striped tank top and blue jeans, leaning back with their arms resting on the seat behind them. The theater has many rows of orange seats, and the background is dark, suggesting a stage or screen area. The overall mood is one of isolation and contemplation.

“Someone to do the blog”

A close-up photograph of two hands, one from a woman and one from a man, holding each other. The woman's hand is on the left, wearing a gold ring on her ring finger. The man's hand is on the right, wearing a black watch. The word "Links" is written in white, bold, sans-serif font across the center of the hands. The background is a soft, out-of-focus grey.

“Links”

A hand holding a blue pen points towards a document on a wooden desk. The document features a bar chart with yellow, red, and teal segments, and a line graph with green and red lines. The text 'Double check that SEO is going to provide the results you are seeking' is overlaid in white.

**Double check that SEO is going to
provide the results you are seeking**

**So many SEO packages are sold without
due care and attention to what the
client actually needs**



**Develop a deep understanding
of your audience**

Do this through keyword research

The Ahrefs logo, featuring the word "ahrefs" in a white, pixelated font on a blue rectangular background.The Sistrix Toolbox logo, featuring the word "SISTRIX" in large, bold, black capital letters, with "TOOLBOX" in smaller, grey capital letters below it. To the right is a blue magnifying glass icon.The Semrush logo, featuring a stylized orange flame or speed icon above the word "SEMRUSH" in a bold, italicized, orange font.The Keywords Everywhere logo, featuring a red letter "K" inside a dark blue circle, followed by the text "Keywords Everywhere" in a dark blue, sans-serif font.



Home



Customization

REPORTS



Realtime



Audience



Acquisition

Overview

All Traffic

Google Ads

Search Console

Landing Pages

Countries

Devices

Queries

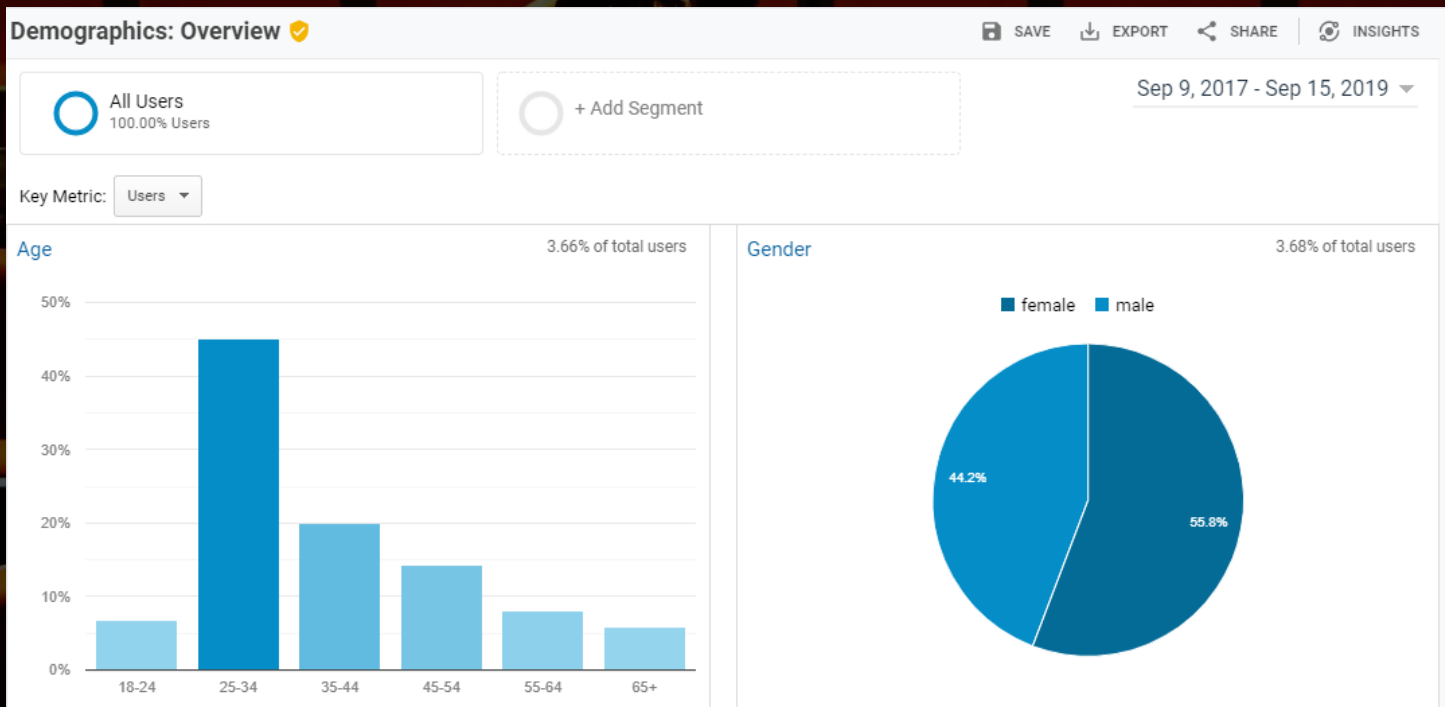
Social

Search Query ?	Monthly Volume (UK)	CPC (UK)	Competition (UK)	Clicks ?	Impressions ?	CTR ?	Average Position ?
				3,238,008 % of Total: 68.47% (4,729,094)	39,860,223 % of Total: 57.52% (69,292,882)	8.12% Avg for View: 6.82% (19.03%)	8.4 Avg for View: 12 (-30.19%)
1. [blurred]	110,000	£0.10	0.3	554,430 (17.12%)	1,622,757 (4.07%)	34.17%	1.1
2. [blurred]	18,100	£0.20	0.24	106,822 (3.30%)	315,406 (0.79%)	33.87%	1.1
3. [blurred]	0	£0.00	0	55,207 (1.70%)	435,176 (1.09%)	12.69%	1.8
4. [blurred]	60,500	£0.03	1	53,524 (1.65%)	690,360 (1.73%)	7.75%	3.2
5. [blurred]	40,500	£0.07	1	47,657 (1.47%)	557,116 (1.40%)	8.55%	2.8
6. [blurred]	90,500	£0.03	1	47,518 (1.47%)	1,039,039 (2.61%)	4.57%	4.7
7. [blurred]	110,000	£0.10	0.3	36,321 (1.12%)	92,795 (0.23%)	39.14%	1.0
8. [blurred]	18,100	£0.02	1	35,549 (1.10%)	216,056 (0.54%)	16.45%	2.5
9. [blurred]	2,400	£0.16	0.99	34,610 (1.07%)	60,009 (0.15%)	57.67%	1.1
10. [blurred]	49,500	£0.02	1	34,088 (1.05%)	644,451 (1.62%)	5.29%	3.8

Show rows: 10 Go to: 1 1 - 10 of 71198



Depending on your traffic volumes, Google Analytics can also offer some insight here (but treat with caution)





**Gain a deep understanding
of the competition**

1. Who links to them and why?



ahrefs



MAJESTIC



OpenLinkProfiler

2. What do they rank for and why?



ahrefs



SISTRIX
TOOLBOX




SEMRUSH

3. How is their technical SEO health? (Is it better than yours?)

Screamingfrog

</> Sitebulb





**Understand your own website's SEO
strengths and weaknesses**

1. Who links to you and why?



 OpenLinkProfiler

The logo for OpenLinkProfiler, consisting of a small icon of four vertical bars in blue, orange, red, and green, followed by the text "OpenLinkProfiler" in a white, sans-serif font.

2. What do you rank for and why? What don't you rank for and why?

The Ahrefs logo, featuring the word "ahrefs" in a white, lowercase, sans-serif font. The letter "a" is stylized with an orange dot. The logo is set against a solid blue rectangular background.The Sistrix Toolbox logo, featuring the word "SISTRIX" in a large, bold, black, uppercase, sans-serif font. Below it, the word "TOOLBOX" is written in a smaller, grey, uppercase, sans-serif font. To the right of the text is a blue magnifying glass icon. The entire logo is set against a white rectangular background.The Semrush logo, featuring a stylized orange flame or rocket icon above the word "SEMRUSH" in a bold, orange, italicized, sans-serif font. The logo is set against a white rectangular background.

3. How is your technical SEO health?

Screamingfrog

</> Sitebulb



A person with dark, curly hair is sitting in the center of a large, empty theater. They are wearing a black and white striped tank top and blue jeans. Their arms are resting on the backs of the seats on either side of them. The theater has many rows of orange seats, and the background is dark. The text "Be honest" is overlaid in the center of the image.

Be honest

A grayscale image of a hand holding a pen, pointing at a set of architectural blueprints. The blueprints contain various technical drawings, including floor plans, dimensions, and labels like '[252/4]', '[841]', and '[2053]'. The text 'Combine your findings into a SWOT Analysis' is overlaid in white, bold, sans-serif font in the center of the image.

**Combine your findings into
a SWOT Analysis**

Strengths

- Readership
- Reputation
- Breadth of subject matter
- Domain age

Opportunities

- Media partnerships

Weaknesses

- Reputation (double edged sword)
- Perceived lack of E-A-T factors
- Quality of editorial
- Mobile site usability
- Page speed
- Canonicalisation issues

Threats

- The Sun's propensity for keyword stuffing still works
- More diverse competition in the wake of the Core update



Prioritise SEO issues and opportunities in order of impact and effort


ISSUE / OPPORTUNITY	SIZE OF TASK	PRIORITY
Apply keyword research to page titles	M	Must Have
Apply keyword research to landing page copy	XL	Should Have
Optimise images to improve page speed	S	Must Have
Address incorrect implementation of Hreflang	XL	Must Have
Build links with local business directories	XL	Could Have
Update XML sitemap with relevant URLs	S	Must Have
Address issues with Schema markup	XL	Could Have
<i>Optimise meta descriptions for blog posts</i>	<i>XL</i>	<i>Won't Have</i>

A person with dark, curly hair is sitting in the middle of a large, empty theater. They are wearing a striped tank top and blue jeans, leaning back with their arms resting on the seat. The theater has many rows of orange seats, and the background is dark, suggesting a stage or screen area. The overall mood is one of isolation and contemplation.

I'm not an SEO native, how will I know?

Look at ranking factors surveys*

- ▶ Google Ranking Factors 2019: **Opinions** from 1,500+ Professional SEOs

A person with dark curly hair, wearing a striped shirt and jeans, is sitting alone in the center of a large, empty theater. The theater has many rows of orange seats, and the person is looking down, appearing thoughtful or lonely. The lighting is dim, creating a somber atmosphere.

**Make changes that will improve your
user experience, and improve your
business's overall value proposition**



Hire an SEO?

A person with dark, curly hair is sitting in the center of a theater, surrounded by rows of empty orange seats. They are wearing a striped shirt and blue jeans, with their arms resting on the seat in front of them. The theater is dimly lit, and the person appears to be looking down or away from the camera.

**But wait.
Isn't everybody doing this?**

A person with dark, curly hair is sitting in the center of a large, empty theater. They are wearing a striped tank top and blue jeans, leaning back with their arms resting on the seat behind them. The theater has many rows of orange seats, and the lighting is dim, creating a somber and isolated atmosphere.

How do I stand apart from the rest?

A person with dark, curly hair is sitting in the center of a large, empty theater. They are wearing a striped tank top and blue jeans, leaning back with their arms resting on the seat behind them. The theater has many rows of orange seats, and the background is dark, suggesting a stage or screen. The overall mood is one of solitude and contemplation.

Do all of the above and then...

Establish your point of difference

- Superior site speed
- Higher quality link profile
- Richer, in-depth content
- Better user experience

A group of people are holding hands in a circle, symbolizing teamwork and collaboration. The image is overlaid with a dark, semi-transparent filter. In the foreground, there is a desk with a jar of snacks, a water bottle with a black and white striped label, and a pen holder with various pens and pencils.

Look for crossover with other channels

Use Google Ads data to inform your organic keyword strategy

What works and what doesn't?

Overview

Recommendations

Campaigns

Ad groups

Ads & extensions

Videos

Landing pages

Keywords

Dynamic ad targets

Audiences

Demographics

Topics

SEARCH KEYWORDS

DISPLAY/VIDEO KEYWORDS

NEGATIVE KEYWORDS

SEARCH TERMS

Custom

8 - 14 Sep 2019

ADD FILTER

SEGMENT

COLUMNS

DOWNLOAD

EXPAND

<input type="checkbox"/>	Search term	Match type	Added/Excluded	Campa	Ad group	Impr.	Interac	Interaction rate	Avg. cost	Cost	Conversion
Total: Search terms						110,287	52,088 Clicks	47.23%	£0.27	£14,127.05	531.72
<input type="checkbox"/>		Exact match	✓ Added			5,895	4,386 Clicks	74.40%	£0.05	£227.92	72.98
<input type="checkbox"/>		Exact match	✓ Added			5,410	4,233 Clicks	78.24%	£0.05	£193.92	52.14
<input type="checkbox"/>		Exact match	✓ Added			4,648	1,872 Clicks	40.28%	£0.21	£386.74	8.83
<input type="checkbox"/>		Exact match	✓ Added			2,349	1,826 Clicks	77.74%	£0.07	£136.04	30.57
<input type="checkbox"/>		Exact match	✓ Added			2,831	1,826 Clicks	64.50%	£0.05	£94.09	28.65
<input type="checkbox"/>		Exact match	✓ Added			2,203	1,721 Clicks	78.12%	£0.07	£116.77	23.75

Use GDN data to inform any digital PR work

<input type="checkbox"/> Placement	Type	Campaign	Ad group	Impr.	↓ Interac'	Interaction rate	Avg. cost	Cost
Total: Filtered placements				20,908,162	81,669 Clicks	0.39%	£0.28	£22,766.50
<input type="checkbox"/> express.co.uk	Site	UK - Technology	UK - Technology	37,969	153 Clicks	0.40%	£0.37	£56.86
<input type="checkbox"/> msn.com	Site	UK - Technology	UK - Technology	86,345	149 Clicks	0.17%	£2.02	£300.35
<input type="checkbox"/> dailyfeed.co.uk	Site	UK - Tech	UK - Tech	66,968	146 Clicks	0.22%	£0.30	£44.23
<input type="checkbox"/> msn.com	Site	UK - Technology	UK - Technology	81,513	146 Clicks	0.18%	£2.07	£302.59
<input type="checkbox"/> amomama.com	Site	UK - Tech	UK - Tech	37,621	145 Clicks	0.39%	£0.26	£37.04
<input type="checkbox"/> dailymail.co.uk	Site	UK - Technology	UK - Technology	50,147	145 Clicks	0.29%	£0.20	£29.58
<input type="checkbox"/> entertainmentdaily.co.uk	Site	UK - Tech	UK - Tech	91,198	143 Clicks	0.16%	£0.22	£31.11
<input type="checkbox"/> yahoo.com	Site	UK - Technology	UK - Technology	118,217	141 Clicks	0.12%	£1.94	£273.10
<input type="checkbox"/> lifetonik.com	Site	UK - Tech	UK - Tech	1,076	140 Clicks	13.01%	£0.30	£42.68
<input type="checkbox"/> Good Morning Britain	YouTube channel	UK - Tech	UK - Tech	13,714	140 Clicks	1.02%	£0.09	£12.85



If all else fails, Increase your marketing spend (provided the strategy is sound)



**I got SEO strategy wrong for a large
proportion of my career**

We are encouraged to conduct 253-point audits and point out every minor detail about the site



You don't need to do that.

A person with dark, curly hair is sitting in the center of a large, empty theater. They are wearing a striped shirt and have their arms resting on the seats on either side of them. The theater has many rows of orange seats, and the background is dark, suggesting a stage or screen area. The overall mood is one of solitude and contemplation.

**SEO is not a quick and easy process, but
it doesn't have to be too painful**

A dark, circular medal with a textured surface. It features five stars arranged in an arc at the top and bottom. The word "WINNER" is embossed in the center in a bold, sans-serif font. The medal is set against a dark, blurred background.

Choose your battles – and win them

**THANK YOU
FOR LISTENING!**

.....

[https://www.linkedin.com/in/natalie-
mott/](https://www.linkedin.com/in/natalie-mott/)



@njmott