

# WELCOME

Becky Livingston, Founder & CEO  
Penheel Marketing

Gene Sower, President,  
Samsonmedia.net



Sept. 17, 2020, Free Webinar: How to Grow Sales & Profits With SEO

# Agenda

- 5 Reasons Why SEO Will NOT Help You
- How to determine if people are even searching for what you have to offer
- How to determine your “money phrases”
- Five keyword hacks to help you boost content rankings and to generate leads
- List of search intent keyword modifiers (great for voice search)
- Link to the “SEO Checklist For The Do-It-Yourselfer”
- Live Q & A

# 5 Reasons Why SEO Will NOT Help You!

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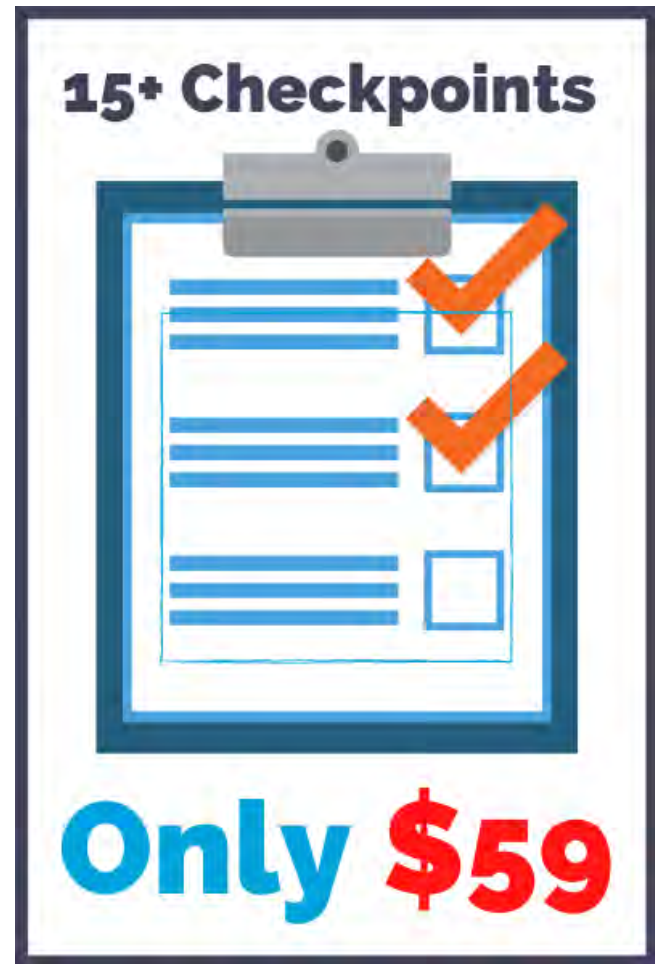


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# Get A Complete Website Audit Only ~~\$99~~ \$59

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# You've Heard The Talk



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SEO is not  
always the right  
tool for the job



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**PROMISES AVE**

How to  
evaluate if  
SEO can  
help you

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# 1. You have a made-up product



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## 2. Low search volume



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# 3. No supporting efforts



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# 4. Website is not set up for SEO



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# 5. Need immediate results



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# Speaker: Becky Livingston

- 25+ years marketing & tech experience
- Building websites since mid 1990s
- WCC & BCC adjunct
- Business owner
- Trainer, author, speaker
- Big-dog lover

Company: Penheel Marketing

Website: <https://Penheel.com>

Phone: 201.785.7840



# Deep Discount for You!

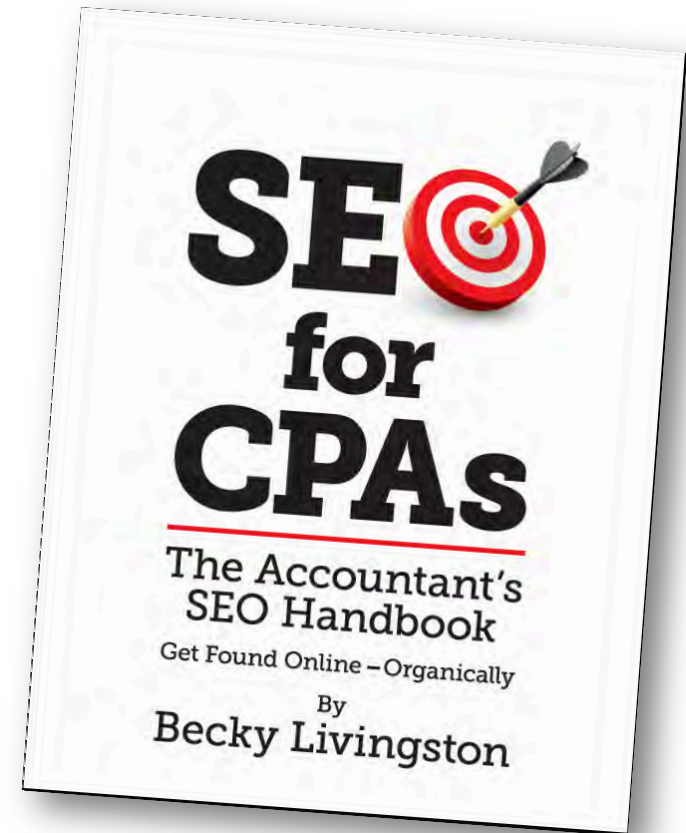
Get **33% off** my SEO for CPAs handbook.

*(Even though it says CPAs, the examples and activities can be used for any industry/business.)*

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<https://penheel.com/books/seo-for-cpas-the-accountants-handbook/>

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## 5 Keyword Hacks

1. Use free tools
2. Maximize long-tail keywords
3. Pay attention to image file names and alt tags
4. Create Pillar Pages
5. Google Search

# Kickstart Your SEO with \$0 Investment (Tools)

- Google Trends (<https://trends.google.com/trends/?geo=US>);
- Keyword Generator (<https://ahrefs.com/keyword-generator>);
- Keyword Sheeter (<https://keywordsheeter.com/>);
- Answer the Public (<https://answerthepublic.com/>);
- Keyworddit (<https://www.highervisibility.com/free-seo-tools/keyworddit/>);
- Google Search Console (<https://search.google.com/search-console/about>);
- Questiondb (<https://questiondb.io>);
- Google (<https://www.google.com/>) and Google Keyword Planner (<https://support.google.com/google-ads/answer/7337243?hl=en>).

# Keyword Search Tools

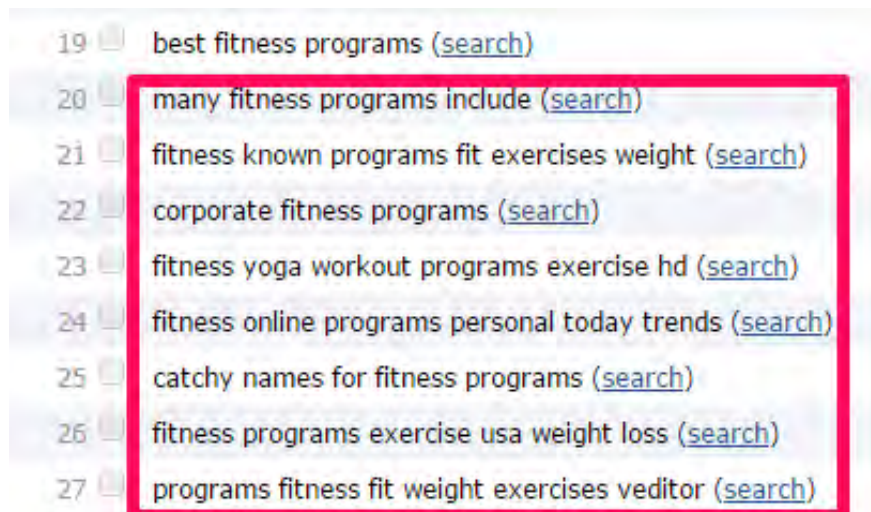
Example

[Higher Visibility/Keyworddit](#)

1. Choose a business type (accounting)
2. Select Services (check box)
3. Enter location
4. Generate keywords (scroll down to see them)



# Long-Tail Keywords (4+ words)



Tip: Avoid using keyword phrases (long-tail) for content that doesn't relate to the keyword.

Example:

Content = Canine flea collar benefits blog

Longtail keyword = how to clip canine toe nails

Why: Users click. See it's not about what they want. Leave your site.

# Images & Alt Tags

Why?

- Makes articles easier to read
- Renders social media shares as more attractive and shareable (Google loves that!)
- Provides keyword placement opportunities
- Allows Google to send you traffic from image searches

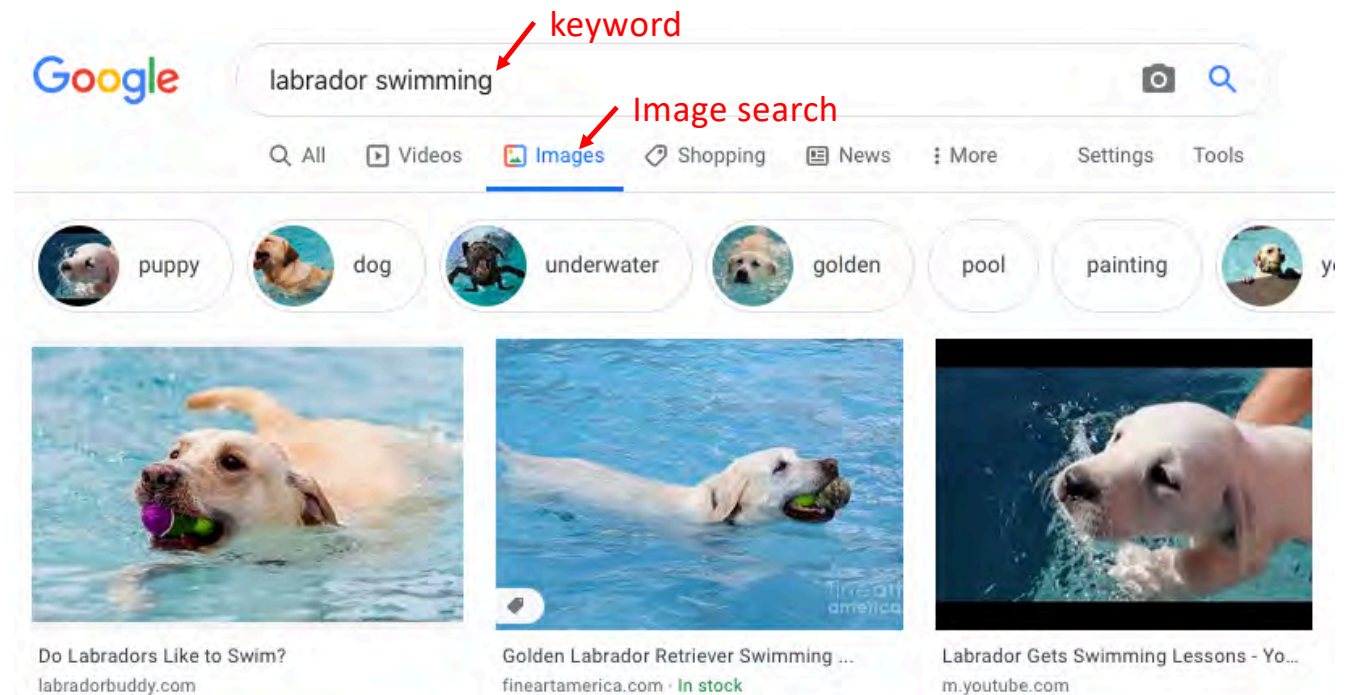




Photo: Kevin Phillips

SEO-alt-tag-532x300-1 Why Website Image File Names and Alt Tags Matter for SEO

Alt Text Formula

Descriptor + Keyword Phrase + Brand

(If I had created this image, I would have used my brand)

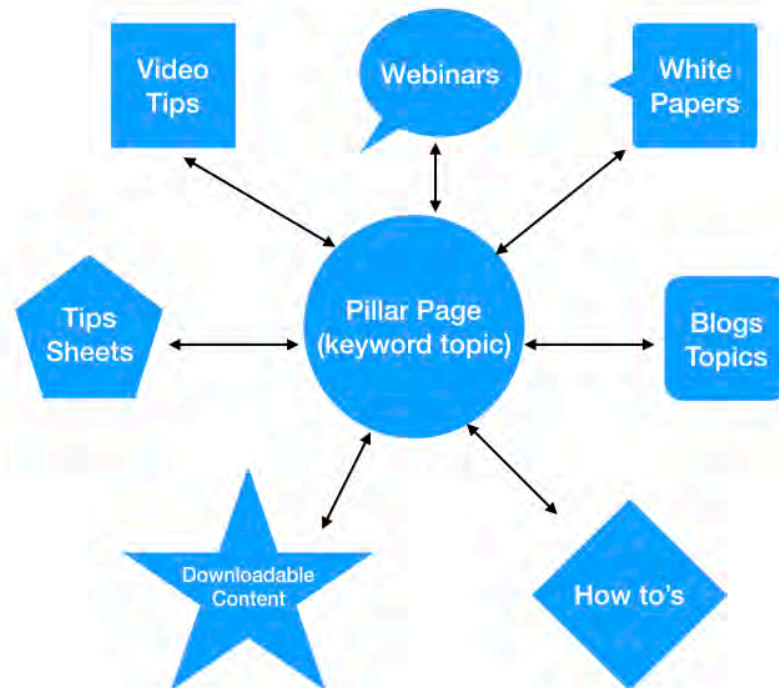
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# Pillar Pages

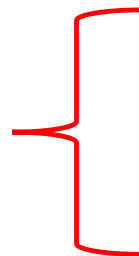
A pillar page covers all aspects of the topic on a single page, with room for more in-depth reporting, in more detailed cluster posts, that hyperlink back to the pillar page.

## Pillar Pages & Topic Clusters



# Pillar Page Example

Pillars

A screenshot of a pillar page titled 'EMAIL MARKETING' on a purple background. The page contains introductory text, a list of pillar pages, and a section for related blogs.

**EMAIL MARKETING**

Do you know what smart entrepreneurs do with the traffic they receive from inbound marketing content and SEO? They build an email list.

Outside of direct sales, there is no better business outcome attached to first-time visitors than when they subscribe to receive newsletters and email updates from you.

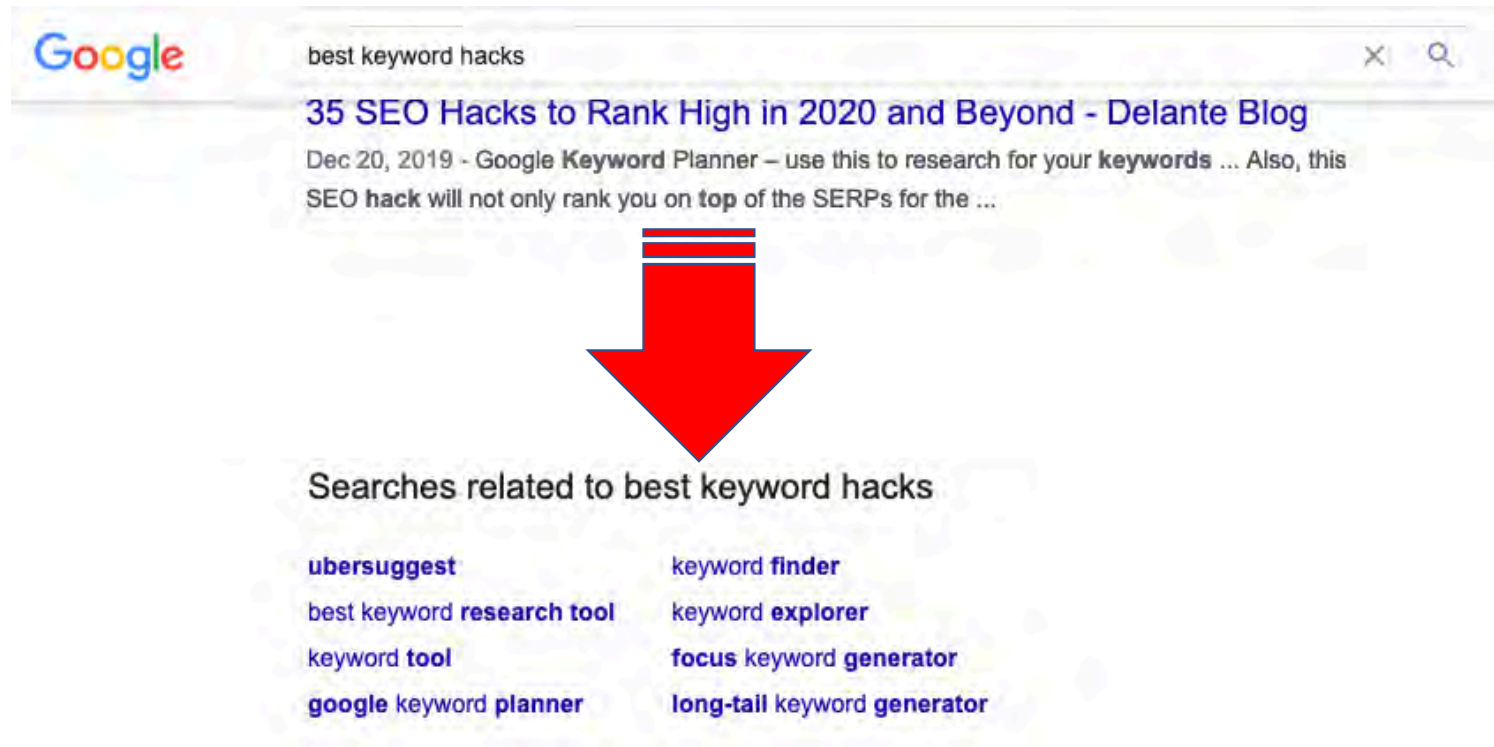
**EMAIL MARKETING INFORMATION & INSIGHT**

- [The Email Marketing Essentials](#)
- [List Building for Blogs: The Only Guide You'll Ever Need](#)
- [50 Awesome Posts on Email Marketing](#)
- [The Ultimate List of Email Marketing Statistics](#)
- [Using Your Email List to Figure Out What People Want to Buy](#)

**EMAIL MARKETING BLOGS**

- [Litmus](#)

# Google Search



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# Search Intent Keywords

Search intent is the “why” behind the search reasoning, e.g., to learn, sell, buy, DIY, etc.

Keyword phrase:  
**How to** increase  
SERP ranking





# Q & A

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