



SEO TRAINING WEBINAR

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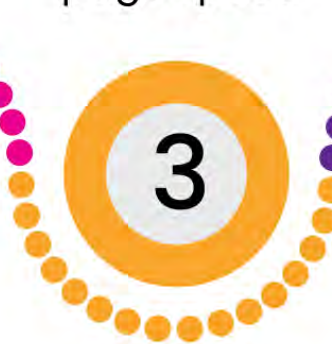
SEO Process for Pages and Posts

Penheel Markeing

Create useful
content with
search intent



Optimize
images and
page speed



Make URLs SEO
Friendly



Write keyword-
focused title &
description tags



Build internal
link structure



Earn
authoritative
backlinks with
resource links



Keyword Intent

	Informational	Navigational	Investigative	Transactional
Keyword Intent	Searches looking for an answer to a specific question or general information.	Searches intending to find a specific site, page, or physical location.	Searches looking to investigate brands or services.	Searches intending to complete an action or purchase.
Examples	<p>How do I switch to bimonthly payroll?</p> <p>How, what, who, where, why, guide, tutorial, resource, ideas, tips, learn, example, how-to</p>	<p>client portal login</p> <p>brand names, login, product name, service name, specific website</p>	<p>What is the best small-business accounting software."</p> <p>best, top, review, comparison, product attributes (size, color, etc.)</p>	<p>Where can I buy QuickBooks?"</p> <p>buy, coupon, order, purchase, cheap, price, shipping, quote, discounts, deals</p>
SEO/PPC/Content	Grow brand awareness by optimizing blog posts, educational content, and FAQs to target inquiries and featured snippets that will attract top-of-funnel traffic.	Ensure the site is easy to find by optimizing for branded inquiries and fixing any technical issues. Use a PPC budget if needed.	Persuade potential customers about the benefits of your services with comparisons, listicles, detailed featured descriptions, etc. Use a PPC budget if needed.	Run paid search ads targeting transactional intent searches and optimize the landing page to answer visitor's questions. Use a higher portion of your PPC budget here.

Finding Keywords WordStream's Free Keyword Tool

https://www.wordstream.com/keywords?cid=Web_seopages_InContentTextLink_FKT

1. Enter the topic into the search box, e.g., Tax Breaks Corporations
2. Choose the industry (optional)
3. Enter the State or Country
4. Click Continue

The screenshot shows the 'Free Keyword Tool' interface. At the top, it says 'Free Keyword Tool' and 'One tool to discover and prioritize the best keywords to target.' Below this is a search box containing 'quickbooks online benefits'. To the right of the search box are two dropdown menus: 'Choose an Industry (Optional)' set to 'All Industries' and 'Enter a State or Country' set to 'United States'. At the bottom right is a blue 'Continue' button. Four purple circles with white numbers (1, 2, 3, 4) are overlaid on the interface to indicate the steps: 1 is on the search box, 2 is on the industry dropdown, 3 is on the state/country dropdown, and 4 is on the 'Continue' button.

Finding Keywords WordStream's Free Keyword Tool

5. Look at the list, paying attention to monthly searches and competition column.

6. Download the list for future content development, heading tags, alt image tags, URLs, etc.

Keyword results for "quickbooks online benefits"

Showing 14 of 14 keywords

Keywords	▲ Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	▲ Competition
quickbooks online benefits	70	\$5.14	\$42.13	MEDIUM
quickbooks proadvisor benefits	20	\$4.95	\$21.00	LOW
benefits of quickbooks online vs desktop	20	\$1.09	\$6.29	MEDIUM
intuit payroll 401k	20	\$5.82	\$51.60	MEDIUM
advantages of quickbooks online vs desktop	20	\$3.99	\$8.43	MEDIUM
quickbooks online 401k	20	\$7.57	\$32.97	LOW
quickbooks online features and benefits	10	\$5.54	\$34.47	MEDIUM
benefits of online invoicing in qbo	10	\$0.00	\$0.00	UNSPECIFIED
workers compensation quickbooks online	10	\$0.00	\$0.00	LOW
benefits of using quickbooks online	10	\$0.00	\$0.00	LOW
what are the benefits of quickbooks online	10	\$3.38	\$15.36	LOW

[Download all Keywords](#)

SEO Writing Tips Title & Meta Description

Title

- Unique
- Corresponds to search intent
- Contains targeted keywords
- Consists of 15 - 40 chars (max 60)
- Motivates users to visit website
- Triggers emotions

<https://quickbooks.intuit.com> › [blog](#) › [5-benefits-of-usi...](#) ⋮

5 Benefits Of Using QuickBooks Online Accountant

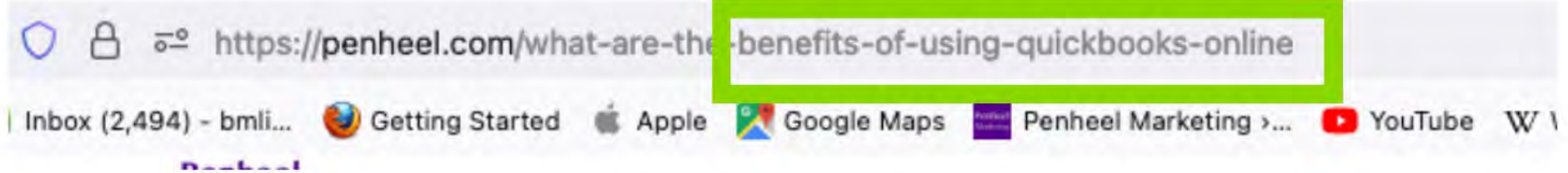
[Aug 6, 2018 — QBOA gives you the tools to manage your own books – from invoicing, to payroll, and timesheets – and offers a range of easy-to-use features to ...]

Description

- Unique
- Describes a specific page
- Contains target keywords
- Consists of 1-2 sentences (140 - 160 chars)
- Targets an emotion
- Call to action

SEO Writing Tips URL

- Is short (50 - 60 chars)
- Written in **lowercase** letters
- Has hyphens to split up words
- Is easy to read
- Incorporates keyword phrase




SEO Images

Edit Media [Add New](#)

1 Has a keyword-focused URL

QuickBooks Online Benefits

Permalink: <https://penheel.com/attachment/quickbooks-online-benefits> [Permalink Manager](#)



[Edit Image](#)

2 Has a descriptive alt tag

Alternative Text

QuickBooks Online Benefits

[Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.

3 Has keyword-focused file name

4 Optimized size to load quickly

Save

Uploaded on: Aug 26, 2022 at 16:07

Uploaded by: [Becky Livingston](#)

Uploaded to: [What are the Benefits of Using QuickBooks Online](#)

File URL: </08/QuickBooks-Online-Benefits.png>

[Copy URL to clipboard](#)

File name: QuickBooks-Online-Benefits.png

File type: PNG

File size: 304 KB

Dimensions: 700 x 350

[Delete permanently](#) [Update](#)

Note: When hovering over the image when visiting a site, and alt tag appears

SEO Writing Tips H1 & Body Tips

H1

What are the Benefits of Using QuickBooks Online

One of the greatest benefits of using QuickBooks Online is the ability to bill your customers for their time without having to go through the trouble of creating separate invoices. The program allows you to fill out time sheets using any internet-connected PC and automatically bills your customers based on billable hours and rates. You can also track transactions and results and generate budgets with the help of QuickBooks Online.

5 Benefits of Using QuickBooks Online

1. Inventory accounting
2. Integration
3. Reports
4. Support
5. User-Friendly Interface

Client testimonial – "QuickBooks Online is simple to use and even a person like me without any accounting experience can use it"

QuickBooks Online Features

Inventory accounting

Inventory accounting is necessary if you plan to sell your products. [QuickBooks Online Plus](#) supports [first-in, first-out inventory tracking](#), which helps manufacturers to determine their profitability. It also allows you to update inventory costs, create purchase orders and send them to vendors. In addition, the program helps you separate taxable items from non-taxable ones, and you can set up alerts if you run out of stock. QuickBooks Online Plus also has a robust mobile app and phone customer support.

Body

- Long enough to develop a topic
- Targets one, primary keyword
- Keyword has high volume and low keyword difficulty
- Targets 5-10 additional keywords
- If long, has a table of contents
- Divided into short sentences

- Unique
- May include how, why, what, etc.
- May include numbers
- Describes what is discussed in the text body

SEO Writing Tips H2 + More

H2 / Subheads

- Structure with H2 / H3 tags
- Answer users questions
- One idea corresponds to one paragraph

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5 Benefits of Using QuickBooks Online

1. Inventory accounting
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Lists

- Contains bulleted / numbered lists

Quotes

- Highlights key ideas
- Uses bold / font formatting styles

Client testimonial – "QuickBooks Online is simple to use and even a person like me without any accounting experience can use it."



You May Also Like

- Offers interlinking to related articles
- Forms a topic cluster

You Might Also Like

- [How to Create a Chart of Accounts in QuickBooks Online](#)
- [How to Send and Track Invoices in QuickBooks Online](#)
- [How to do Payroll in QuickBooks Online](#)

Effective Link Building Strategies



Resource Page Link Building

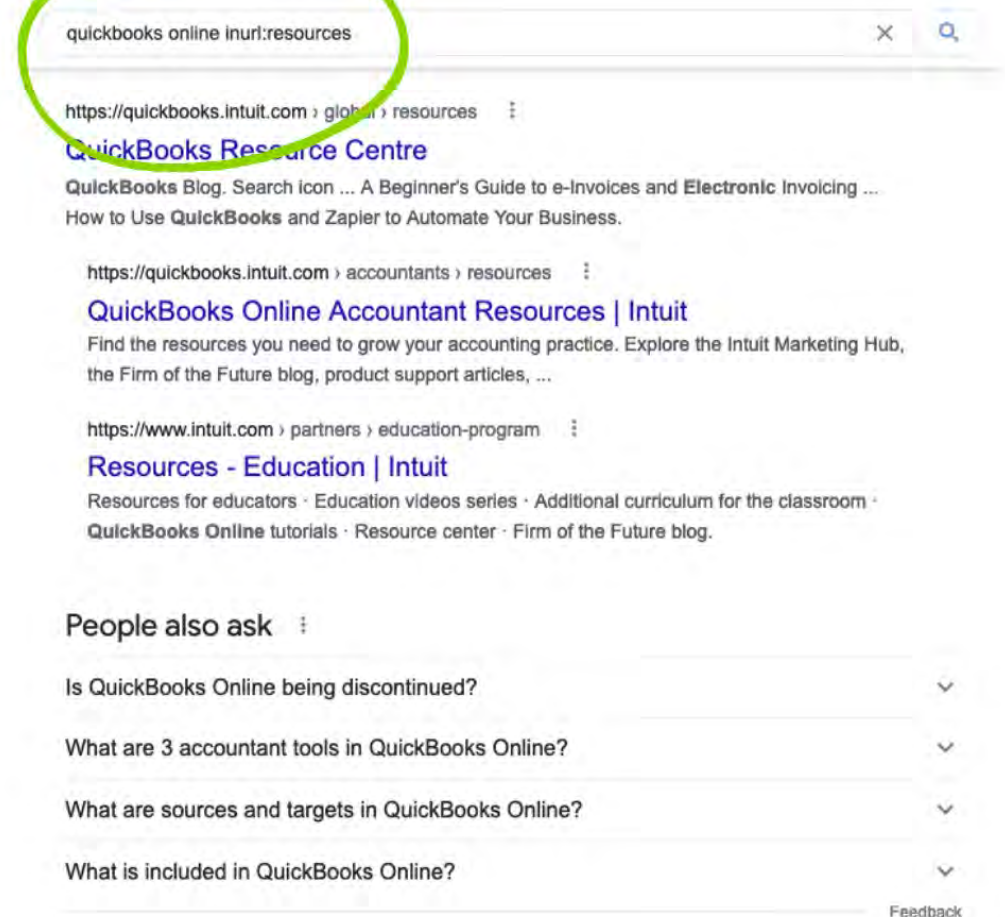
Resource page link building is the practice of building backlinks from pages that have curated lists of links to external websites (resource pages).

Why Does Resource Page Link Building Work

- When someone adds your link to their resource page, your link makes their page better.
- Search Engine Land found that building links from resource pages was the 2nd most popular link building strategy among SEO professionals

How to find Resource Link Pages

- Keyword `inurl:resources`
- Keyword "best resources"
- Keyword "useful resources"
- Keyword `intitle:links`
- Keyword "helpful links"



The screenshot shows a Google search for the query "quickbooks online inurl:resources". The search bar is highlighted with a green oval. The search results include:

- QuickBooks Resource Centre** (https://quickbooks.intuit.com › global › resources)
 - QuickBooks Blog. Search icon ... A Beginner's Guide to e-Invoices and **Electronic Invoicing** ...
 - How to Use **QuickBooks** and Zapier to Automate Your Business.
- QuickBooks Online Accountant Resources | Intuit** (https://quickbooks.intuit.com › accountants › resources)
 - Find the resources you need to grow your accounting practice. Explore the Intuit Marketing Hub, the Firm of the Future blog, product support articles, ...
- Resources - Education | Intuit** (https://www.intuit.com › partners › education-program)
 - Resources for educators · Education videos series · Additional curriculum for the classroom · **QuickBooks Online** tutorials · Resource center · Firm of the Future blog.

Below the search results is a section titled "People also ask" with four questions and dropdown arrows:

- Is QuickBooks Online being discontinued?
- What are 3 accountant tools in QuickBooks Online?
- What are sources and targets in QuickBooks Online?
- What is included in QuickBooks Online?

A "Feedback" link is visible at the bottom right of the search results area.

Internal Link Structure

1. On your website, go to the search box
2. Enter a search term, like Tax Tips
3. View the results page
4. Is there an opportunity to create a list page with links to each blog post?
 - If yes, consider creating a list page or a blog post linking all the articles by topic and sharing it on social media
 - Consider which articles could be "You Might Also Like" additional to blog posts, e.g., Key Questions When Valuing a Pass-Through Business would have "You Might Also Like" at the bottom of the post and include a short list of other blog topics on the site

Search Results for: tax tips

Dirty Dozen List of 2018 Tax Scams

..This scam can lead to taxpayers facing large bills to pay back taxes, interest and penalties.
(IR-2018-55) Frivolous Tax Arguments: Frivolous tax arguments may be used to avoid paying tax...

[Read more](#)



Protecting Americans from Tax Hikes (PATH) Act of 2015

..In 2018, When the "Cadillac tax" goes into effect in 2020, the tax will be deductible for income tax purposes. Individual: Charitable Giving The provision that permits tax-free distributions to...

[Read more](#)

Payroll Tax Deferral: Updated Guidance

.."Social Security Wages," and/or box 7, "Social Security Tips." Employers should not include in box 4, "Social Security Tax Withheld," any amount of deferred employee Social Security tax that has...

[Read more](#)

SEO Developer Checklist

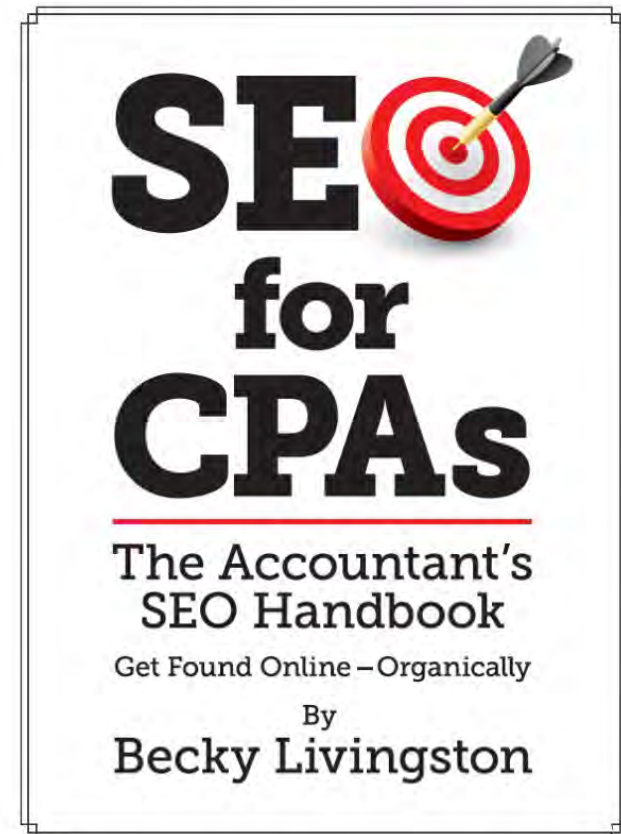
- 1 Setup & Connect Google Search Console
- 2 Setup Bing Webmaster Tools *
- 3 Setup Google Analytics GA4
- 4 Connect Google Analytics GA4 to the website
- 5 Generate & Submit an XML Sitemap
- 6 Check Search Console for manual actions
- 7 Test that Google can index your site
- 8 Create a robots.txt file

SEO for CPAs Handbook

This book delivers the tools you can use to increase search recognition for your brand.

Get SEO techniques you can begin putting into place today to gain search rankings tomorrow.

- Kick Start Your SEO with \$0 Investment
- Down and Dirty SEO Checklist
- Boost Your Search Ranking With Search Intent Keywords
- SEO Checklist for the Do-It-Yourselfer



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

Need help? Give me a call



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