

Building a Business with SEO

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About Me

- Founder at Analytive
- Successfully optimized dozens of sites for search
- Google Analytics Certified



We get thousands of dollars in
leads for our clients every month.

Just by doing good SEO

Here's my promise:

If you follow the steps outlined in the next 60 minutes, you'll make money via SEO.

Also:

If you stick around to the end, I'll make these slides & links available for download.

Here's what I ask:

- Turn off the phone.
- Close the inbox.
- Set your notifications to “do not disturb”

Because I'm about to drop some knowledge on you!!!



My Backstory

I worked for a lot of “SEO”
agencies who were really bad.

Clients paid tons of money and often got very poor results.

Yet, I'd see competitor sites shoot up in rankings and couldn't understand why we couldn't make a difference.

As a result, I started
experimenting with everything
SEO.

Links

Content

Keywords

Blogging

Site Architecture

After spending thousands of dollars on labor, tools, and tactics, we found a list of tactics that *worked!!*

We've since been able to
systematize this and use it to
grow our business.

Imagine if you could optimize
your site so you were getting
leads nearly every day?

What if you could capture search traffic and convert them to paying leads on the regular?



If you're an attorney, a single case may be worth tens of thousands of dollars to you.

If you're a medical professional,
the lifetime value of your patients
could be worth \$5K-\$10K+

And what if your cost to acquire each incremental customer was basically zero?

That's the power of good SEO.
You're in front of the customers
when they are looking for you.

Plus, customers are skeptical of ads. But customers are much more likely to trust organic results.

SEO

The Top 4 Reasons SEO Is Dead



TIM BURD

GUEST WRITER

Serial Internet Entrepreneur



Fake News!



What are you going to get?

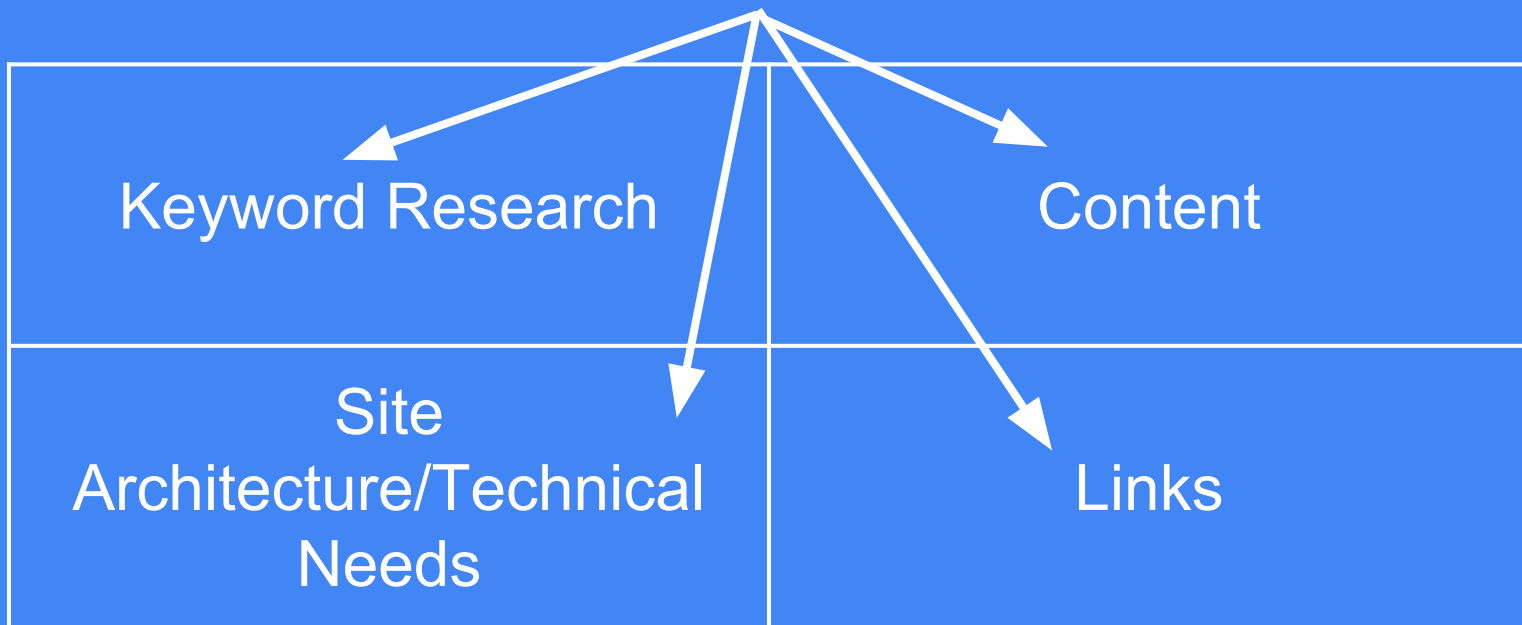
- The exact strategies we use to grow SEO traffic.
- Step-by-step guide to getting SEO going on your domain.
- How to ensure leads are converting.
- The number 1 thing new SEOs miss
- How we build links for pennies on the dollar

Ready? Let's do this.

What are the four parts of SEO?

Keyword Research	Content
Site Architecture/Technical Needs	Links

If you get these right, it's virtually impossible for you to not be successful in SEO.



Part 1: Keyword Research

Don't screw this up.



Keyword Research is THE first thing you must do.

Why keyword research?

- Find the keywords we want to target with our SEO strategy
- Find keywords people are **actually** searching for (not just what we think people are searching for)
- Find keywords with **low organic competition** that we can win on

How to Start:

products and services + all serviced locations = starting list

Make a list of all products and services you provide in a spreadsheet

Example Services (Spa):

- Massage Therapy
- Back Massage
- Chemical Peels
- Microdermabrasion
- etc.....

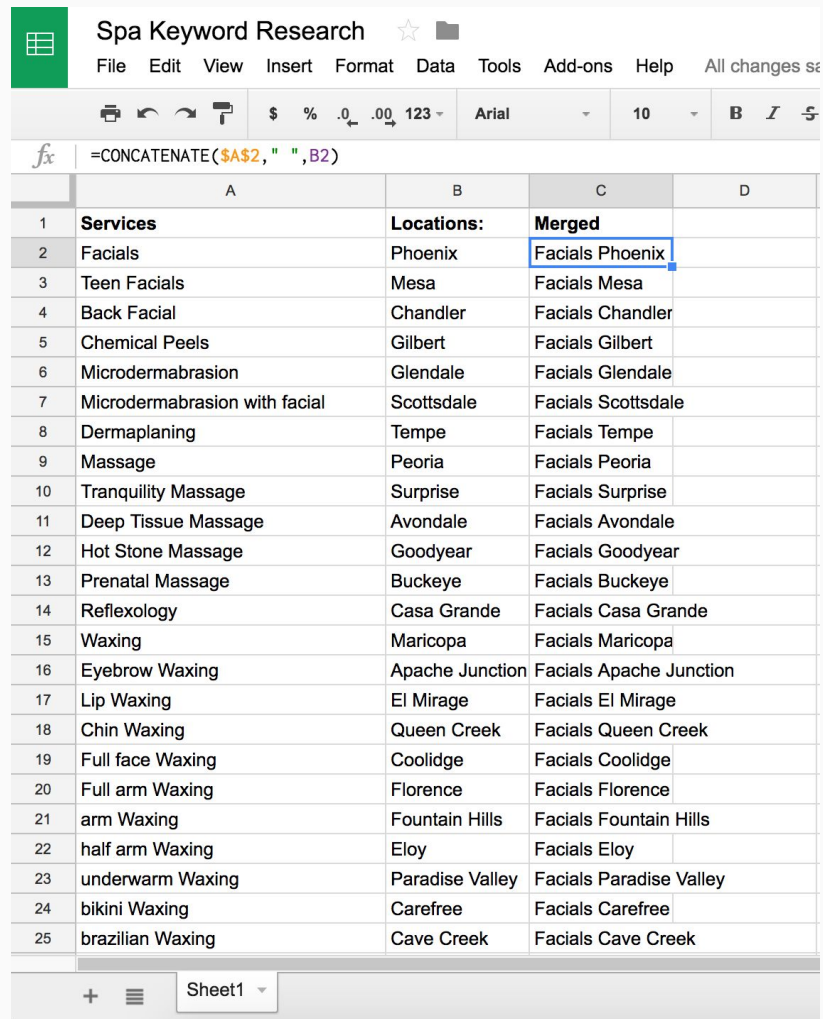
Example Locations (Spa):

- Phoenix
- Mesa
- Chandler
- Gilbert
- Glendale
- etc....

Use the concatenate function to combine them.

Use Google Drive or Excel

- =CONCATENATE(A2, " ", B2)



Spa Keyword Research

File Edit View Insert Format Data Tools Add-ons Help All changes saved

$\$$ % .0 .00 123 Arial 10 B I

f_x =CONCATENATE(\$A\$2, " ", B2)

	A	B	C	D
1	Services	Locations:	Merged	
2	Facials	Phoenix	Facials Phoenix	
3	Teen Facials	Mesa	Facials Mesa	
4	Back Facial	Chandler	Facials Chandler	
5	Chemical Peels	Gilbert	Facials Gilbert	
6	Microdermabrasion	Glendale	Facials Glendale	
7	Microdermabrasion with facial	Scottsdale	Facials Scottsdale	
8	Dermaplaning	Tempe	Facials Tempe	
9	Massage	Peoria	Facials Peoria	
10	Tranquility Massage	Surprise	Facials Surprise	
11	Deep Tissue Massage	Avondale	Facials Avondale	
12	Hot Stone Massage	Goodyear	Facials Goodyear	
13	Prenatal Massage	Buckeye	Facials Buckeye	
14	Reflexology	Casa Grande	Facials Casa Grande	
15	Waxing	Maricopa	Facials Maricopa	
16	Eyebrow Waxing	Apache Junction	Facials Apache Junction	
17	Lip Waxing	El Mirage	Facials El Mirage	
18	Chin Waxing	Queen Creek	Facials Queen Creek	
19	Full face Waxing	Coolidge	Facials Coolidge	
20	Full arm Waxing	Florence	Facials Florence	
21	arm Waxing	Fountain Hills	Facials Fountain Hills	
22	half arm Waxing	Eloy	Facials Eloy	
23	underwarm Waxing	Paradise Valley	Facials Paradise Valley	
24	bikini Waxing	Carefree	Facials Carefree	
25	brazilian Waxing	Cave Creek	Facials Cave Creek	

+ ≡ Sheet1

You should end up with between
30-300 keywords.

Open up Google Keyword planner.

<https://adwords.google.com/home/tools/keyword-planner/>

Review search volumes

Keyword Planner

Find keywords Review plan

Targeting ?

All locations

All languages

Google

Negative keywords

Date range ?

Show avg. monthly searches for: last 12 months

Customize your search ?

Keyword filters

Keyword options

Show broadly related ideas

Show keywords in my account

Show keywords in my plan

Show adult ideas

Keywords to include

Enter keywords

Facials Phoenix, Facials Mesa, Facials Chandler, Facials Gilbert, Facials Glendale, Facials S...

Get search volume Modify search

This page shows ranges for search volumes. For a more detailed view, set up and run a campaign. [Dismiss](#)

Average monthly searches for all ideas.

100 – 1K

Ad group ideas **Keyword ideas** Columns ▾ Download Add all (65)

Keyword (by relevance)	Avg. monthly searches ?	Volume (US)	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
facials phoenix ☆	10 – 100	0	Medium	\$2.56	–	»
facial scottsdale ☆	100 – 1K	90	Medium	\$4.12	–	»
facials surprise ☆	10 – 100	10	Low	–	–	»
facials glendale ☆	10 – 100	0	Low	\$0.87	–	»
facials scottsdale ☆	10 – 100	0	Low	\$5.28	–	»

Optional: Use third party tools

☐	Keyword ⁱ ↓↑	Rank ⁱ ↓↑	Monthly Volume ⁱ ↓↑	Difficulty ⁱ ↓↑	Opportunity ⁱ ↓↑	My Score ⁱ ↓↑	Priority ⁱ ↑↓
☐	massage gila bend United States - en-US	no URL	no data ⁱ	64	100%	3 Neutral ▼	23
☐	massage glendale United States - en-US	no URL	no data ⁱ	60	90%	3 Neutral ▼	23
☐	massage coolidge United States - en-US	no URL	no data ⁱ	42	64%	3 Neutral ▼	23
☐	facials palo verde United States - en-US	no URL	no data ⁱ	60	95%	3 Neutral ▼	24

Although you don't have to run them through third party tools, this can help you determine which keywords need to be targeted.

Goal: Find keywords with **volume**,
intent, and **low competition**.

Part 2: Content

Be all that you can be...or something like that.

*You have to be the best result for
the query.*

If you're not the best result, you
won't win in the long run.

Examples of Best Result

- Most in-depth guide
- Most complete page
- Most useful tool (calculator, plugin, download, etc.)
- Most complete study
- Longest form content

If the competition is tough, it's
harder to be the best result.

Also, if you have to do all this
writing yourself, you'll go crazy!

Instead, hire out writing projects:

Places to hire writing help:

- Upwork - The best option we've found so far (usually \$10-15/hr for good help)
- Fiverr - Mostly junk articles. Lots of spelling and grammar errors.
- OnlineJobs.ph - Haven't used it, but heard good things.

How to hire remote help

- Start with one or two small projects
- Give specific expectations and deadlines
 - Keywords
 - Length
 - Topic
 - Depth
 - Research
- If successful, keep on retainer.
- Otherwise get rid of them and hire another contractor

Goal: Have a website full of useful content targeted at your main keywords.

Part 3: Site Architecture

Build a good site.



We won't spend much time here because you can find dozens of other guides that go deep into site architecture.

Things to check for:

- Make sure you're not blocking crawling on the site (via robots.txt)
- Title tags need to contain your keyword (Microdermabrasions in Phoenix)
- URL needs to contain your keyword
(yoursite.com/microdermabrasion-phoenix)
- Be sure content is relevant and contains the proper keywords
- Reduce errors on the site (crawl errors and 404 errors)
- Be sure the site is responsive and mobile friendly
- Be sure the site loads fast

Part 4: Links

The secret stuff



This is the secret sauce.

No matter how good everything else is, you can't win without links.

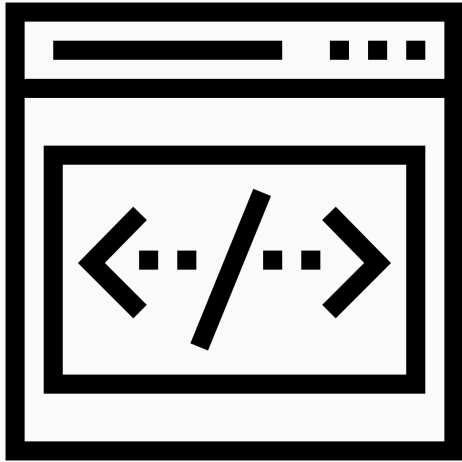
But links are the hardest to get.

If you read what you see on Google, they'll tell you link building doesn't work.

But for small businesses in moderately competitive industries, directory and traditional link building methods still work.

What is a link?

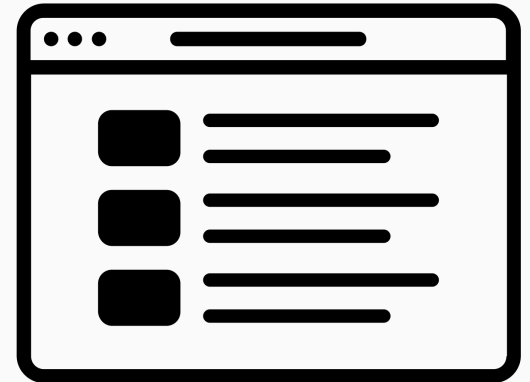
Someone else's site



Click



Your site



What is a link?



[Services](#) [SEO](#) [Social Media Marketing](#) [Blog](#) [Email/Social Matching Tool](#) [Speaking](#) [About Us](#) [Contact Us](#) [Privacy Policy](#) [WPEngine vs Bluehost](#)

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Made with ♥ in Fort Collins, CO

Disclaimer: Although we strive to get the best results possible for clients, due to the nature of marketing, we cannot guarantee results from digital marketing efforts.

Links are like votes of confidence.
The more (quantity) and better
(quality) links you have, the more
likely you are to rank well.

The problem is it's hard to get good links.

That leaves us a couple options:

Ways to Get Links

- Build them completely naturally (ask people)
- Create great content and hope the links come
- Use your own PBN
- Build them on random sites across the web
- Hire someone else to build the links for you

Organic “All Natural” Links

Pros:

- Low likelihood of getting dinged by Google
- Usually carry most benefit

Cons:

- Extremely time consuming
- Difficult to get
- Limited scalability
- People need a reason to link back to you

Creating Great Content and “hoping”

Pros:

- You have good content

Cons:

- Huge time commitment
- Unlikely to work without a healthy promotion strategy
- Can take a long time to get results
- Can be expensive

Use Your Own PBN

Pros:

- You have full-control over links
- Able to build and scale quickly

Cons:

- Expensive at first
- Can get you penalized in Google

Build them Across Directories and Other Sites

Pros:

- Can scale
- Can produce big results in small markets
- Low cost

Cons:

- Generally small impact in ultra competitive industries
- Somewhat time consuming
- Small risk of being penalized by Google

Hire someone else to build them

Pros:

- Saves tons of time
- Can have a huge impact on local sites
- Best value-for-money for local sites

Cons:

- If links are low quality, can get you penalized
- You need to understand what types of links are being built
- Limited impact if extremely strong competitors

Generally, we hire contractors to help us build links across the web.

Here's what you need to watch out for:

- Avoid links from toxic sites (use Moz Open Site Explorer for Spam Score)
- Don't use mass link building tools (build them one-by-one)
- Get a list of all links being built
- Know that you will take some risk - you may be penalized by Google

But contracting out your link building is one of the most powerful things you can do for your SEO when done properly.

We do this consistently and get
rankings *fast*.

Keyword 
☒ Show Labels

Location 

Monthly
Volume 

Rank   

URL

Optimize 

National

0-10

#1

[https://](#)



National

0-10

#1

[https://](#)



National

no data 

#3

 2

[https://](#)



National

no data 

#4

 1

[https://](#)



National

51-100

#5

 45

[https://](#)



National

11-50

#5

 12

[https://](#)



National

51-100

#6

 13

[https://](#)



National

11-50

#7

[https://](#)



National

51-100

#7

 39

[https://](#)



National

11-50

#7

 1

[https://](#)



no data 

#7

 24

[https://](#)

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Keyword  	Location  	Monthly Volume  	Rank      	URL
☒ Show Labels				
attorney	Rock Hill, South Carolina, United States	no data ⁱ	#5  46+	
rock hill law firms	National	no data ⁱ	#5	
Rock Hill Lawyer	Rock Hill, South Carolina, United States	no data ⁱ	#6	
rock hill law firms	Rock Hill, South Carolina, United States	no data ⁱ	#6	
Rock Hill Lawyer	National	no data ⁱ	#8	
Rock Hill Law Office	National	no data ⁱ	#14	
law firm rock hill	National	no data ⁱ	#14  11	
rock hill attorneys	National	no data ⁱ	#14  37+	

I've now given you all the tools we use to build links and get sites ranking.

You have the exact formula we use to consistently rank sites in the top 10.

Here's what you need to do....

- Get your keyword research tools (Moz Pro, SEMRush)
- Track Rankings (Moz Pro, SEMRush, etc.)
- Technical crawl
- Fix errors
- Hire writers (Upwork, Fiverr)
- Hire link builders (Upwork, Onlinejobs.ph, KonKer)
- Ensure the links are quality
- Review and adjust strategy as you go

This can take hours every week.
The learning curve is steep.

Why not let us do it for you?

We do SEO for clients every week.

By systematizing the process, we
can save you hours and hours
every week.

After all, how much would 2-3
new leads every week earn you?

\$2,000? \$5,000? \$10,000?

What if you could own your niche
in local search?

We can help.

In the next 48 hours, we've set aside time to review your website and chat with you about SEO.

We routinely rank sites in the top 10 for key local or niche terms.

Whatever your biggest, SEO challenges are, we've already seen it and know how to overcome it.

On the phone, we'll chat with you about your SEO experience and put together a step by step gameplan to help you get in the top 10.

The cost for the call: 100% free

Why do we do this?

- We care about your marketing goals.
- We want to help you SUCCEED.
- We believe we can help you with your SEO today

Let us focus on SEO for your business, so you can focus on serving your customers well.

In fact, let me tell you a quick story.

One of our clients is in the
chemical and coatings space.



It's a new product and we're trying to get them into new industries.



As a result, we focused on getting leads for their sales team.



Since we started working with them, we've got them leads from:



- GE
- Samsung
- Food and Beverage Service Companies
- Automotive Manufacturers



Just to name a few.





to le [redacted] micom>

Apr 11



Hi Tyler....

ur

On the training note..... I would like to let you know that the end of last year was very slow for all of us in our business and industry. January of this year still zero. Then came February and March... wow.... been in the business for 31 years and never seen anything like it.... We have trained over 40 students and had over \$20,000 of equipment sales. Amazing. And. We are still using the groundwork website you put together for us. The entire industry is looking up big time. Thank you again for all you have done for us. Looks to be a great 2017 and beyond. Very very thankful.

...

Click the link below or visit:
analytivate.com/seo/

There are over 140,000 new
websites coming online everyday.

At some point those sites are all going to want traffic.

And I want to help you get that traffic to your business.

I'll be happy to talk to you for free
and determine if you're a good fit
for the program.

There's zero obligation. We only want to work with clients that we can truly help.

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