

11 ACTIONABLE ITEMS

CONSISTENT
TRAFFIC WITH A
STRONG
DIGITAL
FOUNDATION

SEO CHECKLIST

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PROJECT
ROI

Get seen, generate leads and onboard new customers using this simple strong digital foundation checklist. Implement the below so your customers can engage with you before your competition.

UNDERSTANDING GOOGLE

There are over 5 billion Google searches per day! Google along with all the other search engines use algorithms to spit out the most relevant content in response to the users query.

SEM (search engine marketing) is when you bid on keywords so when someone searches "Electrician Brisbane" your ad will be featured.

SEO (search engine optimization) is the process of optimizing your website for Google's search engine. This includes optimizing your content, site structure, and backlinks. So for the same "Electrician Brisbane" search, if your site ticks these boxes with this keyword, it will organically rank based on how relevant it is.

THE GOOGLE ALGORITHM 'E-A-T'

The E-A-T Google algorithm is a set of ranking factors that Google uses to determine the quality and trustworthiness of a website. The acronym E-A-T stands for Expertise, Authoritativeness, and Trustworthiness. In order to rank well in Google, it is essential to have all three of these factors.

Expertise refers to the content on your website. Google wants to see that you are an expert in your field and that you are providing accurate, well-researched information.

Authoritativeness refers to the reputation of your website. Google will look at things like media mentions, industry awards, and reviews to determine how authoritative your website is.

Trustworthiness is perhaps the most important factor of all. Google wants to see that your website is reliable and that users can find solutions to their problems/queries.

UNDERSTAND THE PROBLEM YOU SOLVE

What is causing friction in their life that requires expert help in the form of a product or service? A pain or a longing for pleasure generally is an essential part to initiate the research and buying process.

So for "Electrician Brisbane" pain could be: unsafe for my family, risk of injury or death, excessive electricity bills, poor airflow / light / accessibility of power / convenience of power,

Examples of pleasure could be: safe for my family, minimised risk, low electricity bills, great airflow / light / accessibility of power / convenience of power.

WHY WOULD THEY DO BUSINESS WITH YOU?

Why would someone give you their hard earned dollars?

Once you know the problem you solve you can lean on one or more influential triggers to help your potential customers justify with logic why they need to buy your service or product. **Remember, people always buy with emotion but justify with logic.**

6 Influence triggers you can use to:

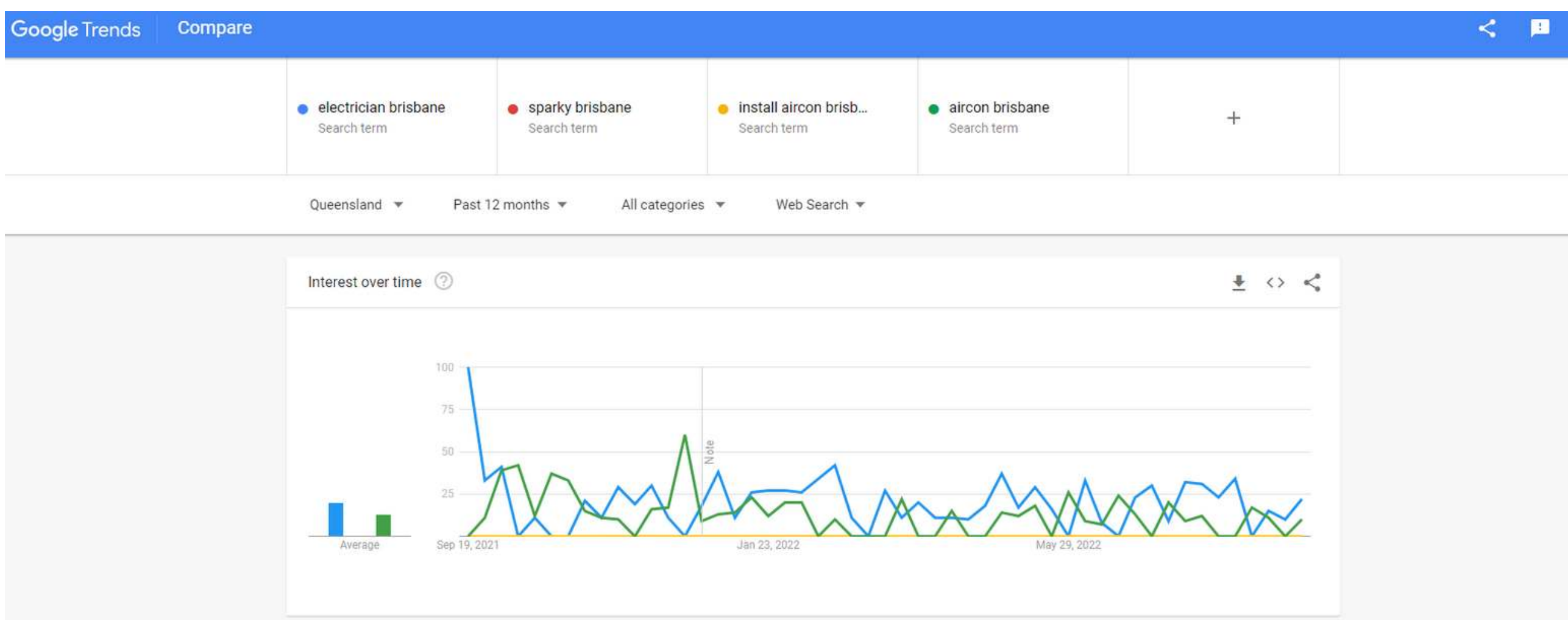
1. Social Proof - A good track record (review, testimonials).
2. Authority - Appear to be an expert (quality physical and digital presence, quality content).
3. Reciprocity - You go above and beyond what the standard is (quality physical and digital presence, quality content).
4. Scarcity - You have an irresistible limited offer/service/deal.
5. Consistency - You have multiple touch points where customers can opt in to your brand, content, service, offers (social media, website, newsletter, updates)
6. Likability - People like you, your brand and feel comfortable doing business with you.

STRONG DIGITAL FOUNDATION

WHAT ARE PEOPLE GOOGLING?

The best tools for this unfortunately are not free and can be quite expensive. But for most businesses you don't really need the comprehensive paid tools to layout our strong digital foundation. Here are a few free tools you can use:

- Google trends - a simple tool that allows you to compare the volume of search queries. It doesn't give you much detail but just enough to give you a pretty good starting point.



- Free keyword research trials - Moz, KW Finder, ahrefs, Ubersuggest, Answer the public and pretty much all keyword research tools provide a limited free trial. You might only get a few free searches, but this is enough to give you a really basic idea on your customers online behaviour



- Google Analytics and Search Console - if you don't have these already setup on your website then get on to that TODAY! These two free tools tell you a creepy amount of info on the people that visit your site - Demographics, locations, device used, what they searched. It might look intimidating to start but once you get the hang of it or have someone coach you through it, it will change how you do business.
- Ask your customers - just ask them when you interact with them or in a customer survey after they buy. "What did you search for online when you found us?"

REALISTIC EXPECTATIONS

There is a couple downsides to SEO which you need to have realistic expectations on:

1. It can take a long time - The Google algorithm might take 3 to 6 months to register that your content is coming from an expert, has authority and is trustworthy (EAT). Don't be disheartened in the first couple months if you don't see any uplift, it will happen! If your content is good and you tick all the boxes in the SEO checklist then you will get a return on investment.
2. Ongoing work is required - SEO can be done as an initial set and forget, which to be honest is better than what 90% of most businesses do. If you are looking for the BEST results then SEO is a relationship which you will need to invest into. We recommend investing a few days per month analysing trending keywords, adding new content, reviewing existing content and networking with other trustworthy digital sources to make sure you are staying towards the top of page 1 on Google.

These two downsides listed aren't actually that bad, they just make SEO seem tedious, painful and boring which unfortunately is why they can easily be neglected. While SEO may not be as sexy as running paid ads, the return on investment it generates far surpasses it. And as a plus, the better the SEO the less you need to spend on bidding on keywords because you are already ranking for them!

SEO CHECKLIST

Complete the below SEO checklist to start getting your content and site ranking better on Google. The better the ranking, the more eyes there will be on your brand

- Do you understand the problem you solve? What is it?
- Plan your influence strategy - why would they do business with you?
- What are people are googling to find you?
- Is your website mobile friendly?
- Does your website load in under 3 seconds? (Test with Google PageSpeed Insights)
- Is your website secure with a HTTPS encryption and an SSL Certificate?
- Is Google Analytics and Google Search Console installed? Have you reviewed the data it gives you each month?
- Is your website easy to navigate? Google bots will crawl your site so it needs to be simple for them to assess how well you achieve EAT.
- Are your relevant keywords featured in your content, headings, page names, page descriptions, URLs and links?
- Does your site have substantial keyword rich content that; solves your customers problem, is well written and researched, and is ideally over 1000 words per page?
- Do all your images have a keyword in the image file name as well as the alt tag? The Google bots cannot interpret the image itself so it will rely on what's in the file name and the alt tag to determine what the image is about.



Most business owners simply don't have the time to implement a strong digital foundation with SEO. Let our SEO Specialists do this for you and maximise your **ROI**

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