



blueFLamingo

SEO Toolkit

Tips & resources to help you get
the best results from your Search
Engine Optimisation campaign

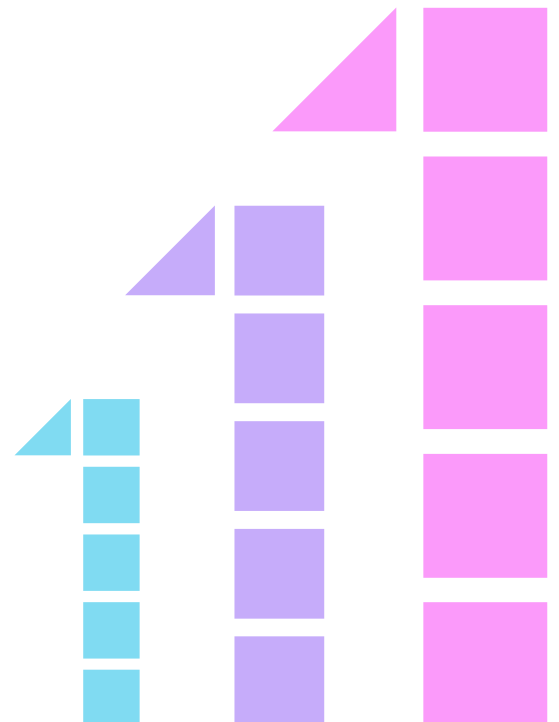
01 Introduction

Welcome to our Search Engine Optimization (SEO) Toolkit for small and mid-size businesses. We will explain how we both on-board our SEO clients in the 1st month of our engagement and serve them on an ongoing basis. If you choose to manage your own SEO, this Toolkit should help you do it. This is not meant to be an exhaustive guide to SEO but enough to get you started.

02 1st month activities

We focus on building mutually beneficial and long-lasting relationships with our clients. In order to deliver value to our clients, we perform a set of analysis and setup-based SEO tasks during our 1st month of engagement which includes:

- Keyword research
- Google Search Console setup
- Google My Business setup
- Google Analytics setup
- Goal tracking configuration via Google Analytics
- Baseline reporting with key SEO metrics
- Comprehensive SEO technical audit
- Technical fixes on the website based on the outcome of the SEO audit



2.1 Keyword research

Keyword research is a fundamental component of every serious customer acquisition and SEO strategy. If you don't know what your audience is searching for or how to identify the keywords that are most important to your potential customers, you're going to struggle to connect with the right audience. We recommend you identify a selection of semi-competitive target keywords that have search volume.

If you select very competitive keywords, unless your budget is large, you may struggle to reach page 1 of Google's search results. If your keywords have little search volume your SEO efforts could be largely wasted.



2.2 Google Search Console setup

With a wealth of experience in delivering SEO services, we know how to utilise SEO tools to maximise performance. Google Search Console is one such technology that will help you to monitor the presence and visibility of your website in the search engine results pages (SERPs).

In addition to generating reports and providing tools that will help you to measure the traffic that's being driven to your website from search, you will be able to identify further optimization opportunities and address issues that could be impeding your search performance.

2.3 Google My Business setup

Google My Business is a free business listing service from Google, providing you with the opportunity to manage and see how your business appears on Google Maps and organic search. This includes monitoring as well as replying to your customer reviews, and learning how and where people are searching for you. A Google My Business listing will help you to connect with potential customers across Google Maps and search.

It will also provide your website with additional citations that will give your search presence the credibility it needs to ensure your potential customers view you as a trustworthy business worthy of their time and attention. We work with our clients to increase the number of reviews on their Google My Business listing, which will positively influence their rankings and conversions.



2.4 Keyword research

Google Analytics provides access to a range of reports and tools that will help you to better understand your audience. In addition to allowing you to identify how your audience is using and engaging with your website, Google Analytics can also be used to set a variety of goals and monitor performance.

Top things to measure in Google Analytics:

- Audience location
- Audience engagement
- Device wise traffic behaviour
- User behaviour of traffic from different sources
- Site content trends
- User retention or the lack of it
- Understanding the multi-channel funnels section
- Landing pages related insights
- Leads and sales tracking

2.5 Goal tracking setup via Google Analytics

Goals help in measuring how well the site is fulfilling your target objectives. If you want to optimise your website for conversion, we recommend configuring conversion/sales related goals in Google Analytics.

We set up goals for our clients that help in tracking the specific user interactions on their sites. These interactions can include product purchases, form submissions, phone number taps, email clicks and brochure downloads, to name but a few.

2.6 Baseline reporting with key SEO metrics

To evaluate your site's success, establishing a benchmark is essential. When you are investing both time and money into a structured SEO programme, you will want to ensure that the results you get are worth the investment.

Before beginning an SEO campaign, it is important to analyse activity on your website and to track growth over time. This will help in creating a baseline that you will be able to measure as the work progresses.

Whether it is a part of a standalone effort or an audit, there will be some growth metrics that you can monitor over time. They include keyword ranking, overall organic traffic, improvement in the volume of leads or revenue and the back-link quantity and quality.

2.7 Comprehensive SEO technical audit

For new projects we conduct a comprehensive SEO audit to identify the strengths, weaknesses and improvement areas for your website. The audit will help in identifying any key technical problems that are restricting search engines from crawling your website. After the issues are identified, tailored actions will be taken accordingly.

Key steps to follow while auditing:

- Mobile-friendly check
- Ensure Google indexes your website
- Page speed analysis
- Improve your on-page SEO
- Analyse your back links
- Meta tags & header analysis
- Website content analysis
- Optimise for UX signals
- Website architecture check

Meta tags optimization



Meta tags influence how your website appears in SERPs and play an integral role in encouraging searchers to click through to engage with your content. This will automatically impact your website traffic as well as engagement rates, thus improving your SEO and rankings.

H1 tag optimization



The H1 tag on each page impacts your website ranking in SERPs. The heading H1 tag helps both your visitors and search engines understand the page content. An H1 tag with a relevant keyword also contributes to your SEO ranking.

Content optimization



Optimising your website's content with up to date relevant keywords and terms is key to maintaining search visibility. This is the reason why our SEO copywriters spend extensive time crafting tailored content using the client's targeted keywords.

2.8 Implement SEO audit recommendations

If you are trying to optimise your website for organic search, it can be really tough if you aren't aware of the relevant SEO tools and / or you don't have the experience or knowledge. We hope that some of the tips in this eBook will help.

However, as SEO is considered to be a top priority for marketers, we recommend that your website is properly audited at least twice a year. If you need help, our team of experts can be appointed to fix all the critical issues as and when they arise.



03 Ongoing activities

In the previous section we discussed our SEO 'Month 1' activities that we implement when on-boarding a new SEO client. In this next section we will be focusing on how we structure our long-term SEO campaigns.

The areas we cover here are:

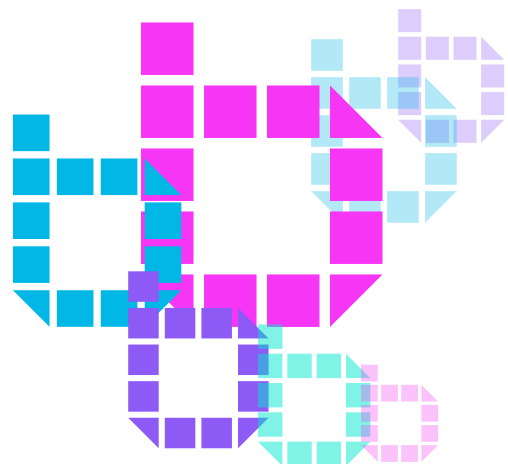
- Link building strategy
- Monthly Google Search Console review
- Ongoing technical SEO audit and recommendations
- Monthly progress reporting

3.1 Link building strategy



Google has stated that both quality content and links are the two most important ranking factors for SEO. As such, you need to be aware of the links and the content you provide. The landscape of link building and SEO is always changing and with it the need to understand and implement the right link building strategy. Building links is one of the important tactics in SEO as links are considered as a signal to Google that

your website is a high quality resource with multiple references from 3rd party sites to your domain. On the next pages we explore link building strategies in more detail.



3.1.1 Creation of monthly in-house blog posts

Search engines value and reward websites that consistently publish a variety of fresh, high-quality content and one of the best ways to do this effectively is to create and publish on-site blog posts designed to engage your target audience. Always ensure to use your target keywords and, where possible, apply links to these keywords to internal and external webpages.



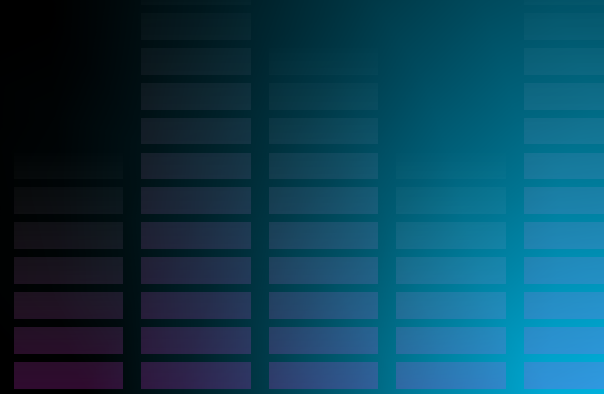
3.1.2 Creation of externally posted guest blog posts

Guest blogging is another powerful content marketing tactic that can drive high-quality traffic to your website as well as improve your link popularity. Creating guest blog posts for placement on external high-value websites within your niche will help you to showcase your expertise to a wider audience, build

your brand recognition and establish yourself as a leading figure within your industry. Approach webmasters at industry websites to ask them to post your content. Always ensure to use your target keywords and where possible apply links to these keywords back to your website.

3.1.3 Business listings

Maintaining a strong domain authority is an important aspect of a comprehensive SEO campaign. Creating back-links by registering your business in indexes, directories and listing sites can help achieve this. If your details change, be sure to update the various locations on which you have posted your business listing.



3.1.4 Social bookmarking

Social bookmarking sites began as simple resources for social media and content marketers. Social bookmarking is the process of tagging a website page on a social bookmarking site so that you can easily visit it again later. Some popular social networking tools include Pinterest, Reddit and Digg. Social bookmarking helps users to add, interpret, edit and share bookmarks of web documents. After posting the content, users save the links and then share using a social bookmarking site, thus popularising the links.



3.1.5 Content syndication

Content syndication is a method of republishing content on other sites in order to reach a broader audience. The syndicated content not only increases your reach but brand awareness as well. With this approach, you can build links and also drive more traffic to your website.

3.1.6 Competitor back-link audit and link acquisition

We usually conduct a competitor back-link audit as this is an essential step improving the diversity and quality of your website's back-link profile. This process involves analysis of your direct competitors' back-link profiles, identifying the better quality links acquired by them and then shortlisting selected link outreach opportunities for review and acquisition.

3.2 Monthly Google Search Console review



We conduct monthly reviews of our clients' Google Search Console to monitor and optimise their website's standing within SERPs. These reviews flag any potential issues that might be impeding their search performance and ensure that the necessary changes are made in a timely manner.



3.3 Ongoing audits & recommendations

SEO is an ongoing process, which is why we conduct frequent audits and make recommendations designed to boost our clients' organic search exposure, thereby driving qualified traffic and engagement. Google can change how their algorithm works (so keep an eye on Google's updates) which may mean you need to change your SEO approach. We may recommend that clients change their focus on certain keywords over time as rankings change. Ongoing audits ensure fewer surprises.

3.4 Monthly progress report

Monthly progress reports help in analyzing the performance of the SEO campaign. These SEO reports are essential because they provide essential insights into the SEO activities carried out and the performance derived as a result of those actions. They will help you understand the areas of improvement in performance as well as assist in singling out the areas which need to be worked upon.

SEO monthly reporting focuses on collecting and reviewing the right data and helps you to understand areas where improvements are required as well as detail the efforts being put in for the improvement of your search engine ranking, traffic, and conversions.

The following are some of the elements which usually form part of the monthly reports:

- Traffic overview & conversion rate
- Back-link summary
- Search console related items
- Keyword position checks

Need help?

We hope you find this toolkit useful.
However, if you'd prefer an SEO expert
to set up and manage your campaign,
please get in touch.

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