

Search Engine Optimization (SEO)

5 Action Steps for an Instant Boost

#1 – Keyword Selection

- Keywords are Vital to Your SEO Campaign
- Use the Keywords on Relevant Pages on Your Site
- Don't Dump All Keywords on Your Homepage
- Sample Site: MLM Training
 - Prospecting, Sponsoring, Recruiting
 - Advertising, Marketing, Leads
 - Personal Development, Mindset, Confidence
 - Functions, Events, Meetings
- Use the Keywords Sparingly on Your Pages

#2 – Your Tags

- Title Tags and Meta Tags are Important for Your SEO Efforts
- Use relevant keywords in your title tags!
- Optimize Each of Your Pages' Title, Meta Keyword, and Meta Description Tags
- Vary Things Up, Make These Tags Relevant to Your Page (& What You are Trying to Rank for)
- Don't SPAM!!!

#3 – H1, H2, Bold Italicized, Etc.

- Search Engines Analyze What You Emphasize
“Naturally”
- Takes Them Into Consideration for SEO
- Emphasize Your Keyterms
 - H1, H2, Bold, Italicized, etc.
- But Don't Go Overboard
 - Search Engine Will See it as Spam
 - Your Readers Will Get Annoyed

#4 – Sales Funnel

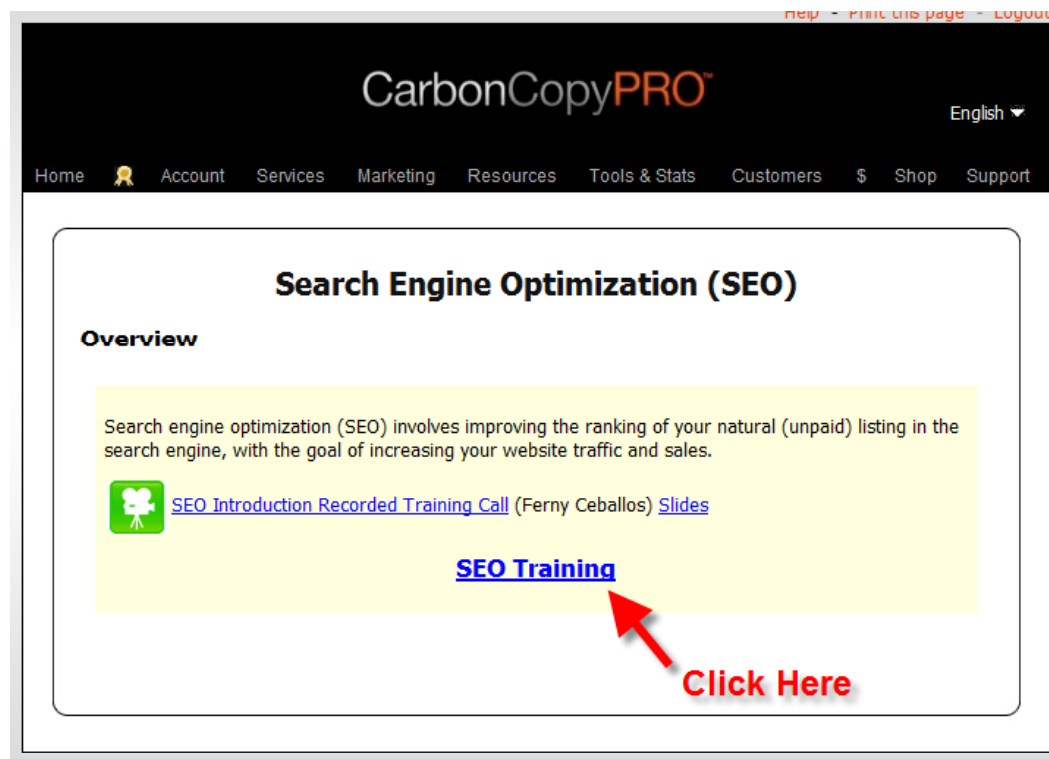
- What Good is a Well SEOed Website if It Doesn't Do JACK???
- Ensure It Has a Purpose
 - Does Your Website Have Clear Call to Action?
- Optimize Your Website for Conversion
 - Don't Abandon Conversion for the Sake of SEO
 - Find a Balance

#5 – Social Media

- Search Engines (Especially Google) are Perking Up to Your Social Media Activities
- Become Active!
 - Add Value to the Community
 - Don't Spam
 - Get Backlinks
 - Create a Fanbase
- Remember, It's Called SOCIAL Network for a Reason
 - *Are You Being Personable?*
 - *Are You Adding Value?*
 - *Are You Being Active?*

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<http://myccmarketing.com/training/seo.php>




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Search Engine Optimization (SEO)

Overview

Search engine optimization (SEO) involves improving the ranking of your natural (unpaid) listing in the search engine, with the goal of increasing your website traffic and sales.

 [SEO Introduction Recorded Training Call](#) (Ferry Ceballos) [Slides](#)

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