

# GETTING STARTED WITH SEO IN YOUR BUSINESS



# DEMYSTIFY

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# By the end of the session you will:

- Simplify and Demystify
- SEO 101
- Things you can action TODAY
- Top mistakes to avoid
- Ongoing tips

# Hi there!

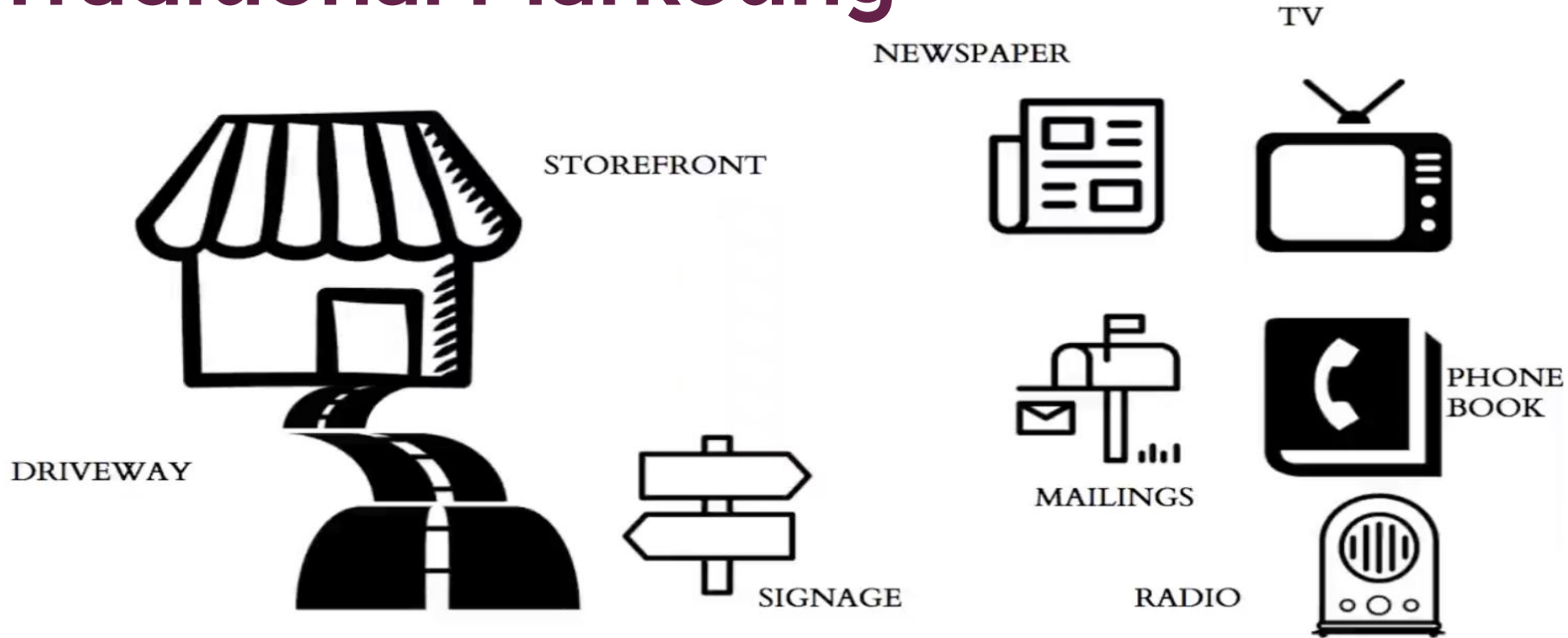
- Business Strategist + Digital Marketing Coach
- Ran an online business for 5 years helping solopreneurs and startups
- Go + Grow Online Adviser for Enterprise Nation
- Teach, Train, Speak and Coach on digital marketing

**@chichieruchalu**



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# Traditional Marketing



# Online Marketing



# WHAT IS SEO?

# Improving **organic** **rankings** with leading search engines



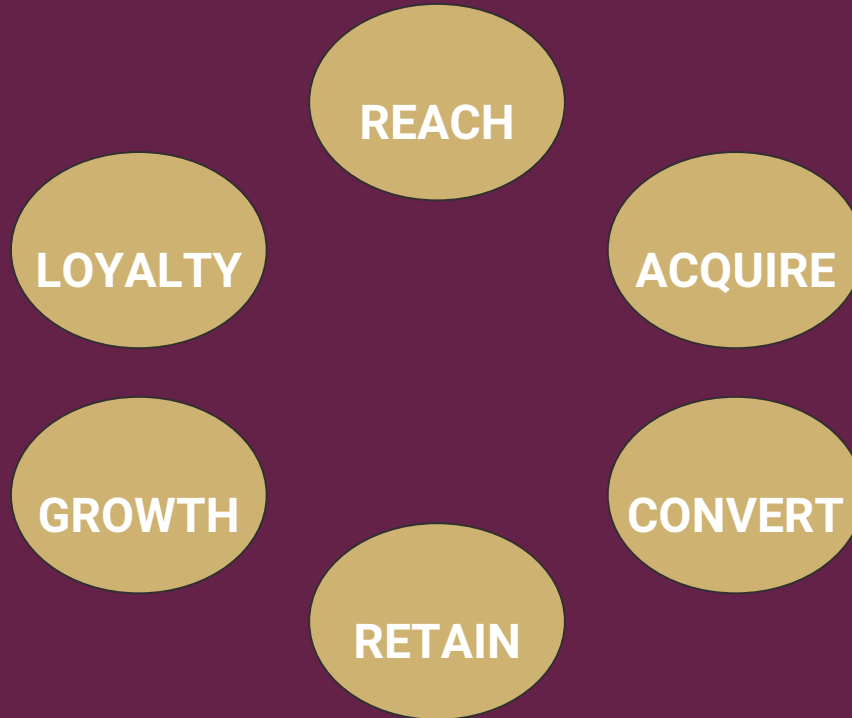
# Search Engine Optimisation

- Increases your online visibility
- Boosts your traffic
- Enhances your online presence
- Also about USER EXPERIENCE
- Long game

The logo for Bing, featuring the word "bing" in a blue, lowercase, sans-serif font.The logo for Google, featuring the word "Google" in its multi-colored, sans-serif font.The logo for Yahoo!, featuring the word "YAHOO!" in a purple, uppercase, sans-serif font.

CAN'T FIND YOU  
CAN'T BUY FROM YOU

# Customer Lifecycle



TARGETED TRAFFIC

FOCUSED CONTENT

REAP REWARDS  
MONTHS AFTER

# HOW SEO HELPS YOUR BUSINESS

A LITTLE GOES A  
LONG WAY

BECOME MARKET  
EXPERT

A woman with two large afro puffs is sitting outdoors at a cafe. She is wearing sunglasses and a geometric patterned shirt. She is looking off to the side with a thoughtful expression. The background shows a blurred outdoor setting with plants and a building.

# 1. UNDERSTAND YOUR CUSTOMER

# Get into their head

- How do they think?
- Motivation for the search?
- What stage of the journey?



## 2. KEYWORDS

# Search types

- “Do” Transactional Queries – actions queries such as buy a train ticket or watch a film
- “Know” Informational Queries – when a user seeks information, such as the name of the latest Oscar winner or the best restaurant in London
- “Go” Navigation Queries – Search queries that seek a particular online destination, such as Facebook or the homepage of BBC.



# Keywords

- Every search begins with a keyword: **what do you want your viewers to be searching for when they find your site?**
- Typically it will be your name, your business name and what you do. If area specific that need to be included as well.  
E.g. **Amy Anderson, Fitness Coach in Manchester England** – they need to be included in your SEO
- Head, Body, Longtail



# 3. OPTIMISE YOUR WEBSITE

# Things that help

- Mobile!
- Backlinks (links from others to you)
- Quality content
- Updated content – Google ranks pages not sites
- Good On-page optimisation
- Having a strategy and goals
- WordPress/Plugin

# Can search engines “SEE” your website?

- Pictures, colour, music – makes no sense
- All about relevance and bounce rate
- Use tools like **SEO-browser.com** or Google Cache to see what elements of your content are visible and indexable to the engines.
- Index your site and link properly, especially images using ‘alt-text’

## Enterprise Nation: Homepage

<https://www.enterprisenation.com/> ▼

We help people turn their passions into great businesses through inspirational content, practical events, a supportive member community and by connecting them with business advisers.

### Events

Networking events, opportunities to meet journalists and buyers ...

### About us

Find out more about Emma here.  
Follow @emmaljones ~ Dan ...

### Blog

All the latest advice from our community of business experts ...

[More results from enterprisenation.com »](#)

### Enterprise Nation Marketplace

Online Marketplace for Small Businesses looking to grow ...

### Sign in I'm new to Enterprise ...

Sign in I'm new to Enterprise Nation.  
Email address ...

### Contact us

Check out common questions here  
For general enquiries, drop us a ...

A close-up, slightly blurred photograph of a person's hands typing on a silver laptop keyboard. The laptop screen is open and displays a grid of various images, likely from a social media or image management platform. A dark purple banner with the text "4. TAG YOUR IMAGES" is overlaid across the middle of the image. The background is out of focus, showing a desk and other office equipment.

## 4. TAG YOUR IMAGES

# People find images first

- Alt tags

**File name:** OFBYL-Instagram.png

**File type:** image/png

**Uploaded on:** December 13, 2017

**File size:** 650 KB

**Dimensions:** 1080 × 1080

URL

<http://www.chichieruchalu.com/wp->

Title

OFBYL - Instagram

Caption

Alt Text

Our from behind your laptop - Chichi

Description

Uploaded By

chichiadmin84

# Links - Permalinks

- [www.chichieruchalu.com/how-to-get-pr-for-business](http://www.chichieruchalu.com/how-to-get-pr-for-business)
- [www.chichieruchalu.com/10-ways-to-get-visibility-for-your-business](http://www.chichieruchalu.com/10-ways-to-get-visibility-for-your-business)

**NOT**

[www.chichieruchalu.com/p203-1](http://www.chichieruchalu.com/p203-1)



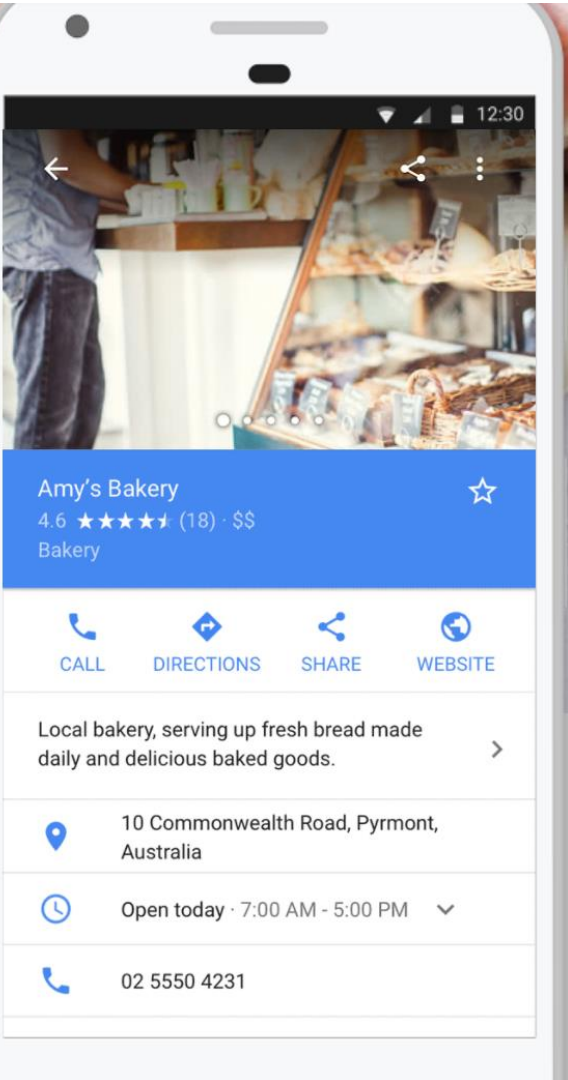
# 5. CREATE GREAT CONTENT

# Content Marketing

- What questions do they have?
- What are they searching for?
- Video is huge e.g. YouTube search engine
- Pinterest for images
- Drive traffic back to you
- SHARE SHARE SHARE



# 6. GET ON THE (GOOGLE) MAP



# Google

[www.google.com/business](http://www.google.com/business)

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plumber in grays



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About 370,000 results (0.50 seconds)

## 24 Hour Plumbers Grays | Local To You. 24/7 Service

**Ad** [www.prs-plumbing.co.uk/](http://www.prs-plumbing.co.uk/) ▼

No Call Out Charges. Fast 30 To 90 Minute Response. All Work Guaranteed.

## Plumbers in Grays | Reliable & No Call Out Charge | rightio.co.uk

**Ad** [plumbers.rightio.co.uk/Grays/Plumbers](http://plumbers.rightio.co.uk/Grays/Plumbers) ▼

★★★★★ Rating for rightio.co.uk: 4.5 - 893 reviews

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## Plumbers In Grays | Prices From £75 | pm247.co.uk

**Ad** [www.pm247.co.uk/Grays/Plumbers](http://www.pm247.co.uk/Grays/Plumbers) ▼

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No Callout Charge - 12 Month Work Guarantee - 1 Hour Response.

1Hr Response Available · Fixed Price Repairs · Local and Reliable

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Hours ▼

## HEATING AND PLUMBING

No reviews · Central Heating Service  
20 Crescent Avenue · 01375 386529



## Plumbers Grays. Clearwater Plumbing and Heating Ltd

4.3 ★★★★★ (7) · Plumber

26 Archates Ave · 0800 678 5803

Open until 00:00



## Reka Plumbing

4.4 ★★★★★ (7) · Plumber



## Plumber in Grays - Find a trade with Checkatrade.

<https://www.checkatrade.com/Search/Plumber/in/Grays> ▼

All members providing **Plumber** services in **Grays** are Recommended, Vetted and Monitored and meet our standards of trading.

## Plumbers in Grays | Get a Quote - Yell

<https://www.yell.com> › Grays › Plumbers ▼

Find **Plumbers in Grays**, get reviews, contact details and submit reviews for your local tradesmen. Request a quote from Plumbers near you today with Yell.

## Plumbers in Grays Thurrock (RM16 6QS) - Clearwater Plumbing and ...

<https://www.trustatrader.com/traders/clearwater-plumbing-heating-plumbers-thurrock/> ▼

★★★★★ Rating: 4.9 - 74 reviews

About Clearwater Plumbing & Heating - **Plumbers in Grays** (RM16 6QS). At Clearwater Plumbing and Heating in Grays Essex we aim to provide high quality standards at all times. We are a family run, warm welcoming company that is polite and caring. We are plumbers in Essex and cover the areas of Essex and ...

## Plumbers in Grays Thurrock (RM17 5TL) - JF Cottington and Sons ...

<https://www.trustatrader.com/traders/jf-cottington-sons-plumbers-thurrock/> ▼

★★★★★ Rating: 4.9 - 40 reviews

JF Cottington & Sons are trusted **Plumbers in Grays** Thurrock (RM17 5TL)

## Plumbers and plumbing service in Grays, Essex - Gumtree

<https://www.gumtree.com/plumbing-services/gray> ▼

# 7. LEVERAGE OTHER PLATFORMS





**When you are new, no one  
knows you.**



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All Images Videos Shopping News More Settings Tools

About 2,750 results (0.38 seconds)

## Chichi Eruchalu

[www.chichieruchalu.com/](http://www.chichieruchalu.com/) ▼

Chichi Eruchalu is an Online Strategist working with female solopreneurs looking to up-level their business and grow their online presence and visibility.

### 1:1 Mentoring

PRIVATE 1:1 COACHING. So you're ready to stop fumbling in the ...

### CEO Mastery Inner Circle

The CEO Mastery Inner Circle is a mentoring program for women ...

### Blog

Are you running a business online? ...  
Do you want to start and/or ...

### Google

C.E.O. Mastery – Where consistency is executed at every ...

### About us

WHO ARE WE? We are a consulting agency who is ...

### SHOP

Chichi Eruchalu Consulting ... Clients, Content and Cash ...

[More results from chichieruchalu.com »](#)

## Images for chichi eruchalu



→ [More images for chichi eruchalu](#)



[Report images](#)

## Chichi Eruchalu Consulting & Media | Facebook

<https://en-gb.facebook.com/chichieruchaluonline/> ▼

Chichi Eruchalu Consulting & Media. 2957 likes · 21 talking about this. Business Strategy and Digital

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# Where can you get featured?

- Guest Posts
- PR
- Always get a link back to your website (backlink)



Runner-up | Inspire

YFS MAGAZINE

theguardian

# Common SEO Mistakes

Not doing it

Poor on-page optimisation

Lack of internal linking (are you link to older content on your site)

Not using anchor text e.g. 'Download your file' rather than 'Click here'

# Common SEO Mistakes

Broken links - 404 pages – check your links!

Google analytics not installed

No alt-text on images

Not utilising your SEO Plugin

Not leveraging bigger platforms for backlinks

# Ongoing SEO Tips

- Have a strategy
- Quality content on your website – write for the reader first - what are they looking for?
- Get Google Analytics installed and monitor
- Responsive design
- Images bring traffic so get on Pinterest and tag your blog posts

# Tools

- Google Analytics
- SEO by Yoast (Wordpress only)
- SEO-browser.com
- Moz.com

**Remember...long game!**



# QUESTIONS?

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