

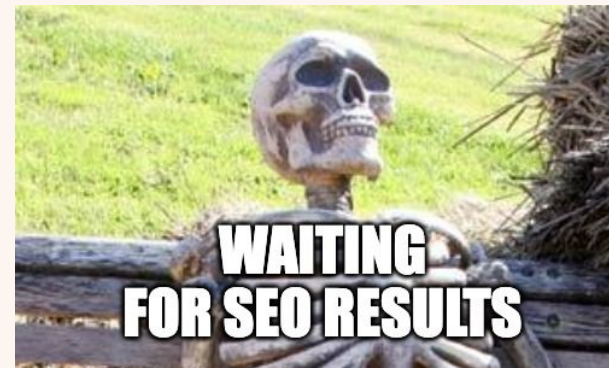
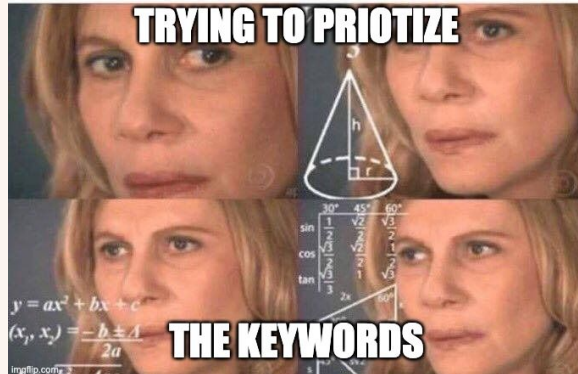


Minimum Viable SEO:

How to Boost Your Visibility and Credibility
on a Budget



Why Many People Don't Invest in SEO





Minimum Viable SEO Playbook

- One-time technical audit & tracking setup
- Initial keyword research & prioritization
- Optimize existing product/service pages for unique keywords
- Target remaining high value keywords with 1-2 high quality blog posts per month with internal links
- Repeat keyword research annually



Technical Audit & Tracking Setup

- Technical SEO clears roadblocks to ranking
- Most brand new sites are technically sound out-of-the-box
- Submit your sitemap to Google
- Keep image file sizes small
- Tracking is built into keyword research tools



← easy-to-follow video about
submitting your sitemap



Keyword Research: The Basics

- **Query:** the exact thing a user types into a search engine.
- **Keyword:** the target phrase you optimize for because it appears in hundreds of relevant queries
- **SERP:** Search Engine Results Page



Keyword Research: A Few Clarifications...

- A single mention of a keyword on a web page is NOT likely to put you at the top of the SERP
- Each keyword (or cluster) needs its own targeted campaign (a blog post or a product page)
- Keywords are not phrases you should mention on every page
- There is no secret backend list where you ask Google nicely to please show your page first for X, Y, and Z keywords



Keyword Research: Finding Valuable Keywords

- What are the top keywords your competitors rank for?
- Brainstorm Prompts:
 - What problems do you solve?
 - What are all the use cases of your product?
 - What categories of products or services do you fit into?
- Use brainstorm results as seed phrases in a keyword tool
- Validate the search intent of each keyword by checking the SERP



Keyword Research

All keywords: **7,626** Total Volume: **163,690** Average KD: **22%**

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☐	Keyword	Intent	Volume	KD %	CPC (USD)	SF	Updated
☐	+ snowboarding	C	40,500	95 	0.42	Q 7	Last week C
☐	+ how to ski	I	4,400	48 	0.00	Q 5	Last week C
☐	+ snow boarding	I	3,600	81 	0.41	Q 7	2 weeks C
☐	+ how to snowboard	I	2,900	32 	0.00	Q 5	2 weeks C
☐	+ how to wax a snowboard	I	1,600	33 	0.05	Q 6	2 weeks C
☐	+ how to choose snowboard size	I	1,300	21 	0.08	Q 5	3 weeks C
☐	+ how to size a snowboard	I	1,300	22 	0.00	Q 6	Last week C
☐	+ beginner snowboard	C	1,000	15 	0.35	Q 9	3 weeks C
☐	+ how to measure snowboard size	I	1,000	20 	0.08	Q 5	Last week C
☐	+ how to wax snowboard	I	1,000	31 	0.00	Q 4	Last week C



Keyword Research: Clustering Keywords

- Slight variations of keywords can be clustered together to generate article topics
 - Which ones logically fit together?
 - Which ones represent different search intents?
 - Which ones could you speak about in depth on their own?
- Keywords with distinct search intents need unique content



Keyword Research: Clustering Keywords

Total Volume: 40,200 Average KD: 17%

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☐ Keyword	Intent	Volume	KD %	CPC (USD)	SF	Updated
Selected: 7 Deselect all Copy						
☐ + snowboard	C	60,500	69	0.42	Q 8	Last week C
☒ + snowboard size chart	I	18,100	16	0.08	Q 6	Last week C
☐ + snowboarding gear	C	9,900	39	0.45	Q 5	Last week C
☐ + snow board	I T	6,600	70	0.42	Q 7	Last week C
☒ + snowboard size calculator	I C	4,400	18	0.08	Q 4	2 weeks C
☒ + snowboard size guide	I	4,400	13	0.08	Q 5	Last week C
☒ + what size snowboard should i get	I	4,400	23	0.08	Q 7	3 weeks C
☒ + snowboard height chart	I	3,600	13	0.08	Q 5	Last week C
☒ + snowboard length calculator	I	2,900	17	0.08	Q 5	3 weeks C
☒ + snowboard board size chart	I	2,400	19	0.08	Q 5	3 weeks C



Keyword Strategy: Prioritize Target Keywords

- Prioritize your keyword clusters to create your content plan
- Balance:
 - Revenue impact (keywords related to your easiest to sell products/services with low competition)
 - Low competition
 - High search volume
- Don't try to address short-term business goals with SEO



Optimize Existing Product/Service Pages

- Each product/service needs its own page
- Match search intent for each keyword
 - If the SERP is full of product landing pages, give readers a product landing page
- Expand discussion of product/service benefits, use cases, specifications, certifications, etc.
- Add FAQs



Create New Content

- Match search intent
- Offer original insights that boost your credibility
- Create foundational content that also enables your sales team
- Follow on-page SEO checklists to naturally incorporate the target keyword into key places
- Use header styles to organize content (they're not just for aesthetics!)
- Add links to product/service pages and other blog posts



Content Creation Cadence Goals

- Aim for 10-20 pieces of content per year
- 1-2/month, 4-8/quarter, or 10 in one go = SAME RESULTS
- Quality is more important than consistent cadence
- Day/time doesn't matter for publishing
- Got capacity for more? Do it!



Bonus: Build Internal & External Links

- Hold an Internal Link-Building Party
 - Focus on linking back to your top 25 best articles/product/service pages from pages that are relevant to those topics.
- Business Directories / Association Memberships
 - Anywhere you can get an online profile (and the membership is also worthwhile), do it. Those sites usually have high domain authority.
- Free PR by Providing Quotes
 - Help a B2B Writer
 - Featured.com
 - Qwoted



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