SEO SIMPLIFIED

HELP CLIENTS GET FOUND WITH THE HELP OF AI

WWW.JustSueCreative.COM

WHAT IS SEARCH ENGINE OPTIMIZATION (SEO)

The marketing discipline focused on growing visibility in organic (non-paid/free) search engine results. SEO is not only about building search engine friendly websites. It is about making your site better for humans too.

It is NOT Pay Per Click or paid ads on google, facebook, etc. SEO involves algorithms and not paying to get up higher in search engine results (SERPS)

great burgers near me

Tripadvisor
https://www.tripadvisor.com › ... › Council Bluffs

THE 10 BEST Burgers in Council Bluffs ...

Council Bluffs **Burgers** · 1. Orsi's Italian Bakery & Pizzeria. (669). Open Now · 2. Stella's Bar and Grill. (559). Open Now · 3. Block 16. (396).

Yelp
https://www.yelp.com › Yelp › Restaurants › Burgers

THE BEST 10 Burgers near COUNCIL BLUFFS ...

Top 10 **Best Burgers** in Council Bluffs, IA - March 2024 - Yelp - The Buck Snort, The Salty Dog Bar & Grill, The Porch, Louie M's Burger Lust, Doozies, ...

Sponsored/Organic

Places

4.0+ rating | Cuisine | Price | Hours | Sort by

Sugars Diner
4.2 ★★★★☆ (742) · $10–20 · Diner
0.5 mi · 2725 E Kanesville Blvd
"The **burgers** were hand made, fries crispy, service was wonderful."

Categories: Diner

Export

Buck Snort
4.6 ★★★★½ (1.1K) · $10–20 · American
2.8 mi · 25 Scott St
"Tasty **burger** and their tots were cooked perfectly crispy."

Categories: American restaurant · Bar & grill

Export

Lincoln's Pub
4.3 ★★★★½ (380) · $10–20 · Gastropub

Local

Yelp
https://www.yelp.com › Near Me › Restaurants

Best Burgers Near Me - March 2024

Find the **best Burgers near** you on Yelp - see all Burgers open now and reserve an open table. Explore other popular cuisines and restaurants **near** you from ...

DoorDash
https://www.doordash.com › ... › Restaurants › Burgers

Find Burger Near Me - Order Burger

Order Burger **near** you. Choose from the largest selection of Burger **restaurants** and have your meal delivered to your door.

Red Robin
https://www.redrobin.com

Red Robin: Family Friendly Burger Restaurant

Red Robin now has changed the burger game with thicker, juicier **burgers**, and upgraded ingredients like fresh avocados and grilled pineapples. YUMMM!

Iowa Beef Industry Council
https://www.iabeef.org › events › best-burger-contest

Best Burger Contest

Whether you're a **restaurant** owner ready to showcase your **best burger** or a consumer eager to cast your vote for this year's winner, learn how to get involved ...

Smashburger
https://smashburger.com

Best Burger Restaurants Near Me | Smashburger Official Site

Searching for **Best Burger** restaurants **near me**? Find delectable burgers and more at Smashburger, your go-to destination for satisfying **Best Burger**.

Facebook · Council Bluffs Revealed
330+ reactions · 4 years ago

It wasn't always easy to find a... - Council Bluffs Revealed

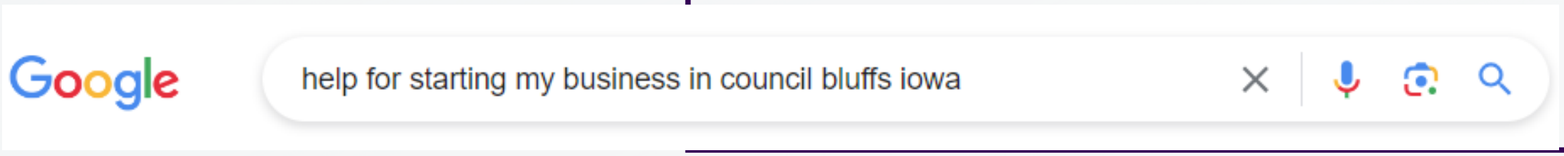
Brian Floyd. Ewalds had the **best hamburgers**! Before the big food chains came! 5 yrs. 5. Ginny Nickles. Loved the pizza burgers at Rudy's! 5 yrs.

Organic

HOW SEARCH ENGINES WORK

Keyword Phrase

- A customer is searching for something. They are trying to solve a problem.
- The words they use in Google is how google finds what they are looking for.



How Search Works

search engines provide answers bassed on an algorithm that involves

- Keywords
- Relevance
- Importance (links and shares)
- On Page factors
- Off page factors

THE IMPORTANCE OF SEO

- Helps customers find what they are looking for when they want it
- Positions your business through the entire buying journey
- 92% of internet searches happen on a google property
- SEO supports new buying behavior – going through the majority of buying process on their own

The Buying Process

- Use google when we have a problems and looking for solutions
- Use Google to evaluate and exhaust all potential solutions
- Inquire with company last
- The only chance for customers to notice and even consider your bushiness is to show up in Organic or Local search results.

UNDERSTANDING SEO

- Aligning Content with Business Goals
- Understanding your Target Audience(s) Value Proposition
- Client Intake Worksheet
- Keyword Research
- On page SEO
- Off Page SEO
- Audit Worksheet

ALIGNING CONTENT WITH BUSINESS GOALS

- Business Objectives: Tailor content directly to businesses goals (drive sales, enhance brand awareness, etc
- Customer -Centric : Approach: Focus content on addressing customer problems and needs and what they are looking for
- Bridge Internal and external Values : Identify and bridge any gaps between the company's internal values and the customers values and expectations
- Content as a Solution - Position content to let the customer know they are in the right place. This will solve their solution

UNDERSTANDING YOUR TARGET AUDIENCE(S) VALUE PROPOSITION

- Identify Target Markets - Who are your clients
- Work through Value Proposition
- Work through Competitive Advantage
- Client Intake Worksheet

SEO Project Intake Form

Blank

Filled Out Sample

KEYWORD RESEARCH

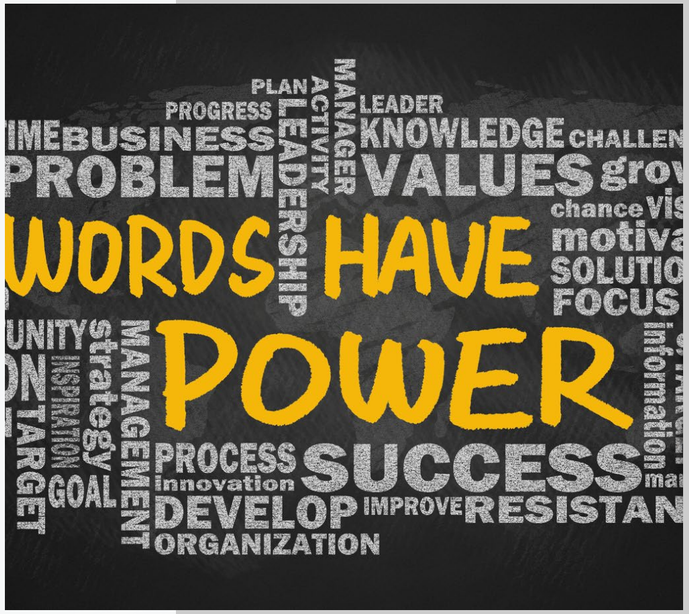
- Keywords are the cornerstone of effective SEO
- Based on Client Intake Form Generate Keywords
- Use Keyword Tools
- Research Competitors keywords

Google Keyword Planner

ANSWER THE PUBLIC

SemRush

Moz Keyword Explorer



ON PAGE SEO - FOR ALL PAGES

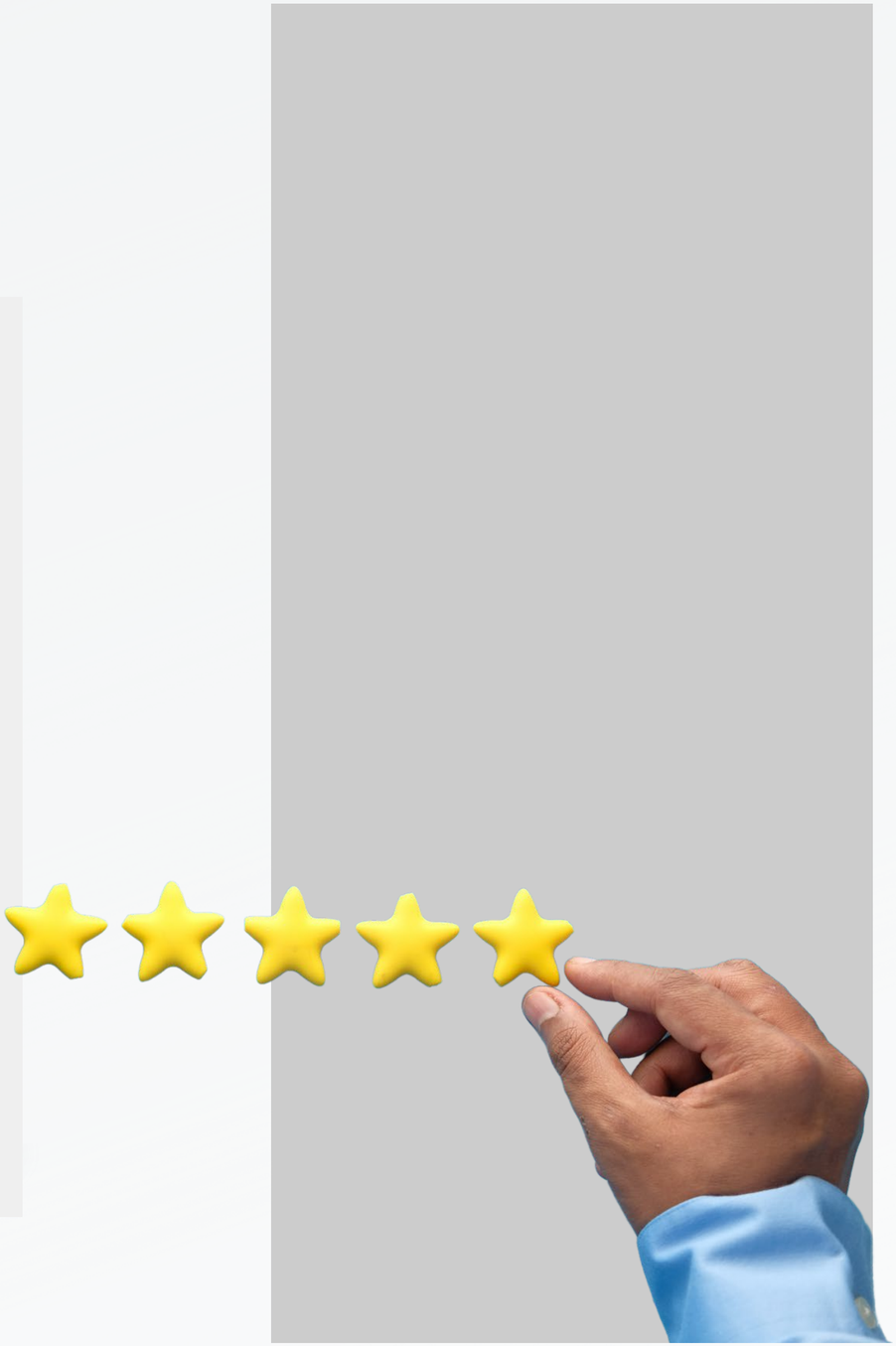
- Focus Keyword- for every page
- URL
- Title Tag
- Meta Description
- H1 - H3 tags
- Photo Alt Tags
- Anchor Links
- Page Speed
- Word Counts

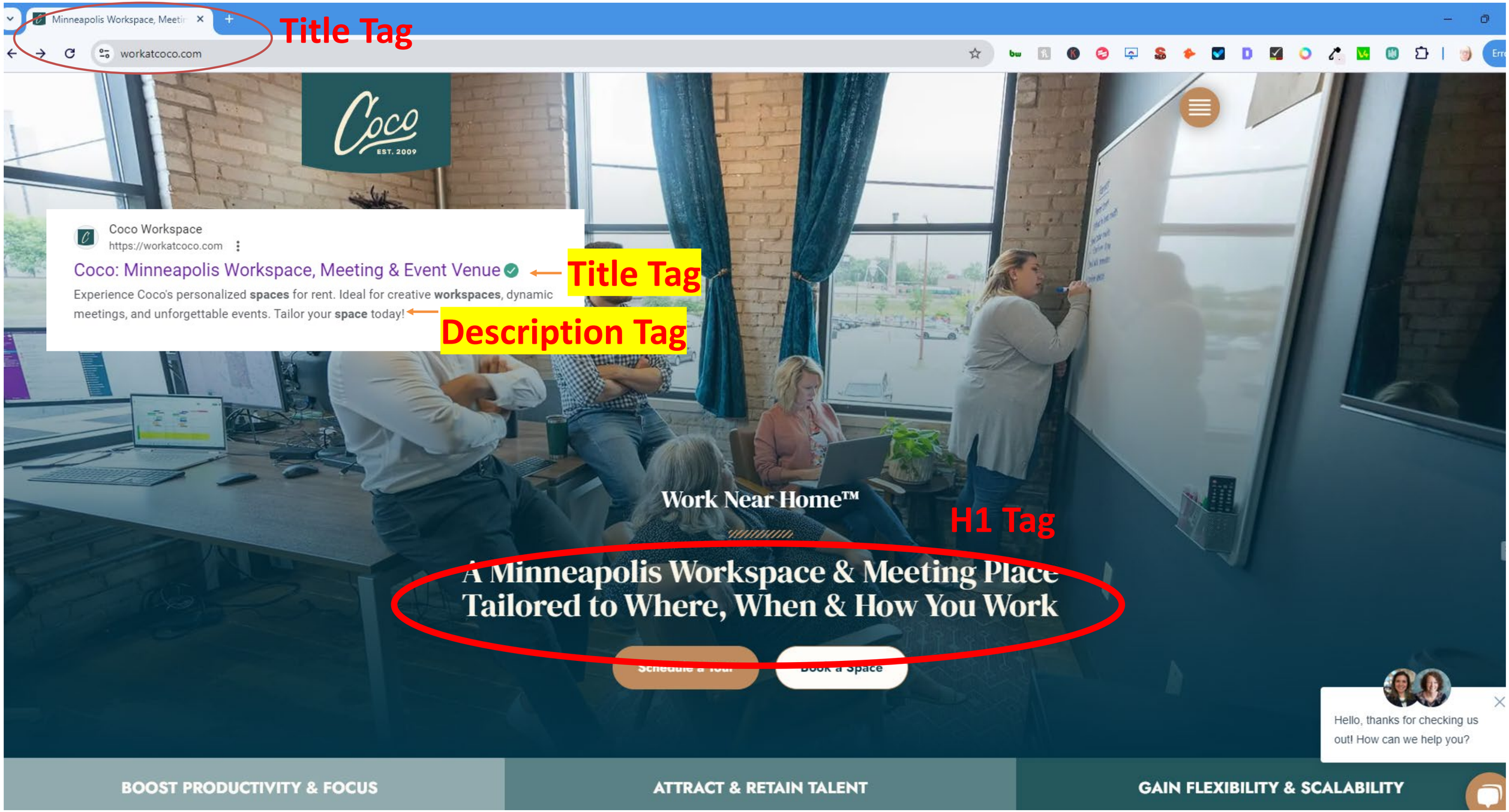
Chrome Extension Tool

[Detailed SEO Chrome Extension]

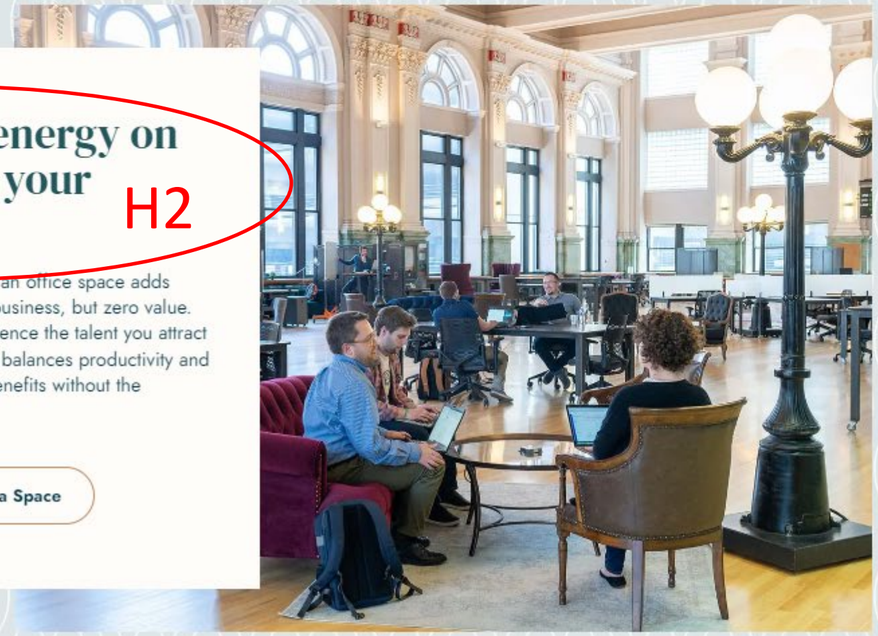
OFF PAGE SEO

- Backlinking - getting links from high authority websites
  - Have great content
  - Industry relationships
  - guest blogging
  - networking
- Content Marketing
- Local Seo - Google Business Directory
- Social Media
- Reviews




Minneapolis Workspace, Meeti
Title Tag
workatcoco.com
Coco
EST. 2009
Coco Workspace
https://workatcoco.com
Coco: Minneapolis Workspace, Meeting & Event Venue
Title Tag
Experience Coco's personalized spaces for rent. Ideal for creative workspaces, dynamic meetings, and unforgettable events. Tailor your space today!
Description Tag
Work Near Home™
H1 Tag
A Minneapolis Workspace & Meeting Place Tailored to Where, When & How You Work
Book a Space
Hello, thanks for checking us out! How can we help you?
BOOST PRODUCTIVITY & FOCUS
ATTRACT & RETAIN TALENT
GAIN FLEXIBILITY & SCALABILITY

Coco
EST. 2009



Spending more energy on your office than your business?

H2

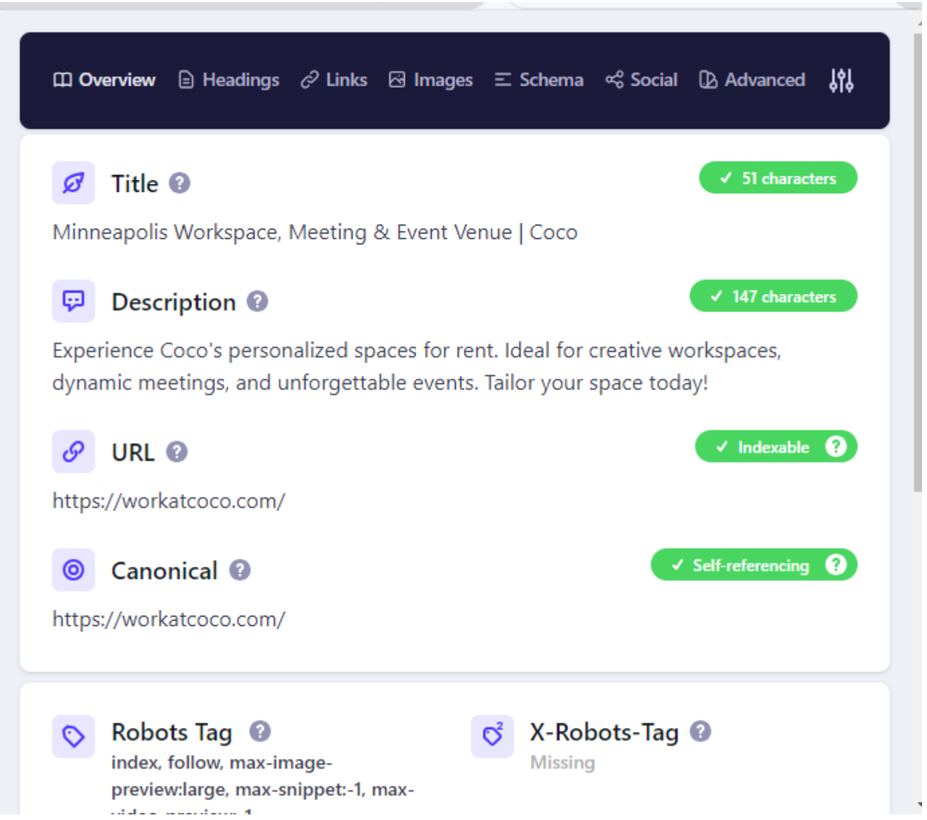
Selecting, designing and maintaining an office space adds significant time and expense to your business, but zero value. Yet where and how you work can influence the talent you attract and retain, and creating a culture that balances productivity and wellness is critical. Can you get the benefits without the barriers? **You can at Coco.**

Schedule a Tour | Book a Space

H2

A Workspace That Works for You

We eliminate the wasted energy spent on the office and tailor a work solution that helps you...


Overview
Headings
Links
Images
Schema
Social
Advanced
Title
51 characters
Minneapolis Workspace, Meeting & Event Venue | Coco
Description
147 characters
Experience Coco's personalized spaces for rent. Ideal for creative workspaces, dynamic meetings, and unforgettable events. Tailor your space today!
URL
Indexable
https://workatcoco.com/
Canonical
Self-referencing
https://workatcoco.com/
Robots Tag
index, follow, max-image-preview:large, max-snippet:-1, max-
X-Robots-Tag
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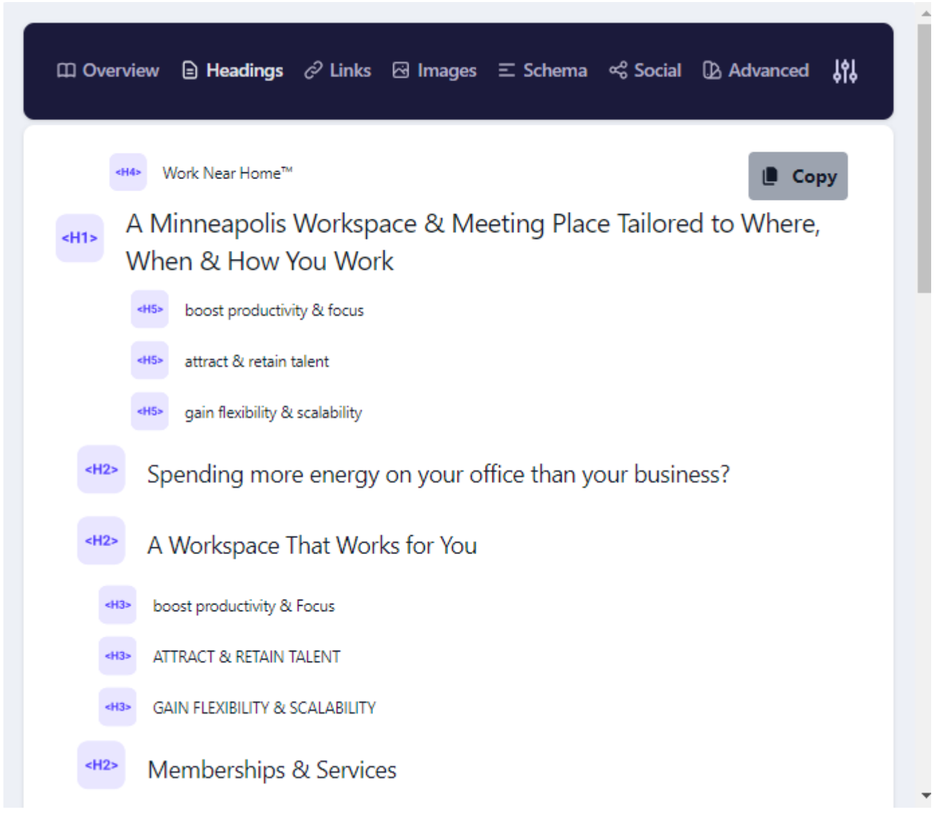
Overview
Headings
Links
Images
Schema
Social
Advanced
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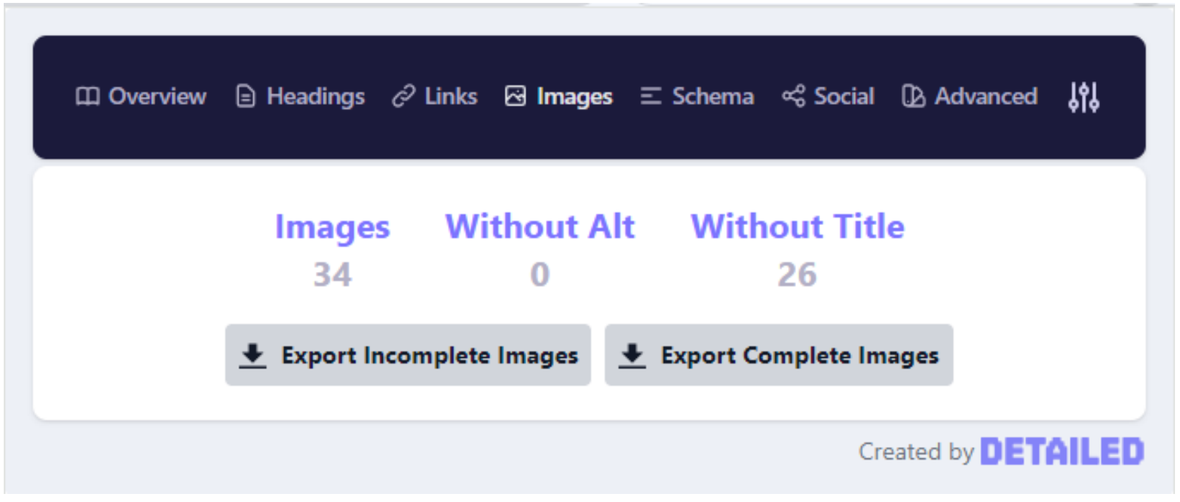
Work Near Home™
Copy
<H1>
A Minneapolis Workspace & Meeting Place Tailored to Where, When & How You Work
<H5>
boost productivity & focus
<H5>
attract & retain talent
<H5>
gain flexibility & scalability
<H2>
Spending more energy on your office than your business?
<H2>
A Workspace That Works for You
<H3>
boost productivity & Focus
<H3>
ATTRACT & RETAIN TALENT
<H3>
GAIN FLEXIBILITY & SCALABILITY
<H2>
Memberships & Services


Overview
Headings
Links
Images
Schema
Social
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Images
34
Without Alt
0
Without Title
26
Export Incomplete Images
Export Complete Images
Created by DETAILED

SEO Optimization Best Practices - Just Sue, LLC

Website Speed	Description	Website page speed is crucial for providing a good user experience and improving search engine rankings. A faster page load time can lead to increased conversion rates, reduced bounce rates, and better overall engagement.
Meta Descriptions	Description	Duplicate, short, long, or missing meta descriptions are common on many pages. To maximize click-through rates, each page should have a unique, compelling, and descriptive meta description. These descriptions should be around 155 characters in length.
Title Tags	Description	Many pages have title tags that are too long, too short, duplicated, or missing. Titles are the most prominent text in search engine results and having an attention-grabbing title is crucial to increasing clicks to your site. Additionally, titles play a significant role in determining your website's ranking for target keywords. Therefore, it's important to avoid overly short titles as they may miss out on potential keyword opportunities.
Heading Tags	Description	Heading tags (H1, H2, H3, etc) are important for creating a clear hierarchy and organization of content on a webpage, making it easier for users to understand the structure of the content and for search engines to understand the importance of different sections of the content. They also help to improve the accessibility of the webpage.
Alt Text	Description	Alt text on every photo is important for accessibility and helps search engine crawlers understand the context and description of an image, allowing for proper indexing. It's ideal for all images to have alt text. Thouroughly describe what the image looks like and add what it means to the website or context.
404 Pages	Description	A 404 page is a landing page on your site that tells vieers the requested page is unavailable. This is a red flag to SERPS and can hurt SEO
Low Content Pages	Problem	For SEO and customer satisfaction, having at least 1500 words of text on main pages is ideal because it allows for a comprehensive exploration of topics, improves keyword optimization opportunities, and enhances user engagement by providing valuable and detailed information.
Sitemap	Description	Sitemaps are important tools for helping search engines to discover and crawl your website's pages. They provide a roadmap for search engines to follow and ensure that all of the pages on your website are included in search engine indexes, making it easier for users to find your website's pages through search engine results.
Broken Links	Description	Fixing broken links is essential for improving website's user experience, as broken links can lead to confusion and frustration for visitors. It also helps to maintain the website's credibility and search engine rankings, as search engines may penalize websites with many broken links.
Internal Linking /Anchors	Description	Implementing internal links allows Google to efficiently crawl and index the website's pages. Additionally, a clear and organized website architecture helps to establish a hierarchy among the pages, making it easy for users and search engines to navigate the site.
Google Business Profile Optimization	Description	Optimizing your Google Business Profile is important as it allows your business to be easily found on Google Search and Maps by potential customers. Proper optimization includes providing accurate and up-to-date business information, encouraging customers to leave reviews, and regularly updating your profile with photos and relevant information. This can improve your visibility and credibility, which can lead to an increase in leads and customers.

Easy Audit Template - By Just Sue, LLC

Company Audited	
Value Proposition - What is this page about	

Page	Curren	New Suggestions	Notes/Observation
URL			
Focus Keyword			
Title Tag			
Meta Description			
H1 Tag			
H2 Tags			
H2 Tags			
H2 Tags			
H2 Tags			
H3 Tags			
H3 Tags			
H3 Tags			
H3 Tags			
Alt Txt for (describe photo here)			
Alt Txt for (describe photo here)			
Alt Txt for (describe photo here)			
Alt Txt for (describe photo here)			
Anchor Links			
Site Map			
Word Count			
Backlinks			
Page Speed (Mobile)			
Page Speed (Desktop)			

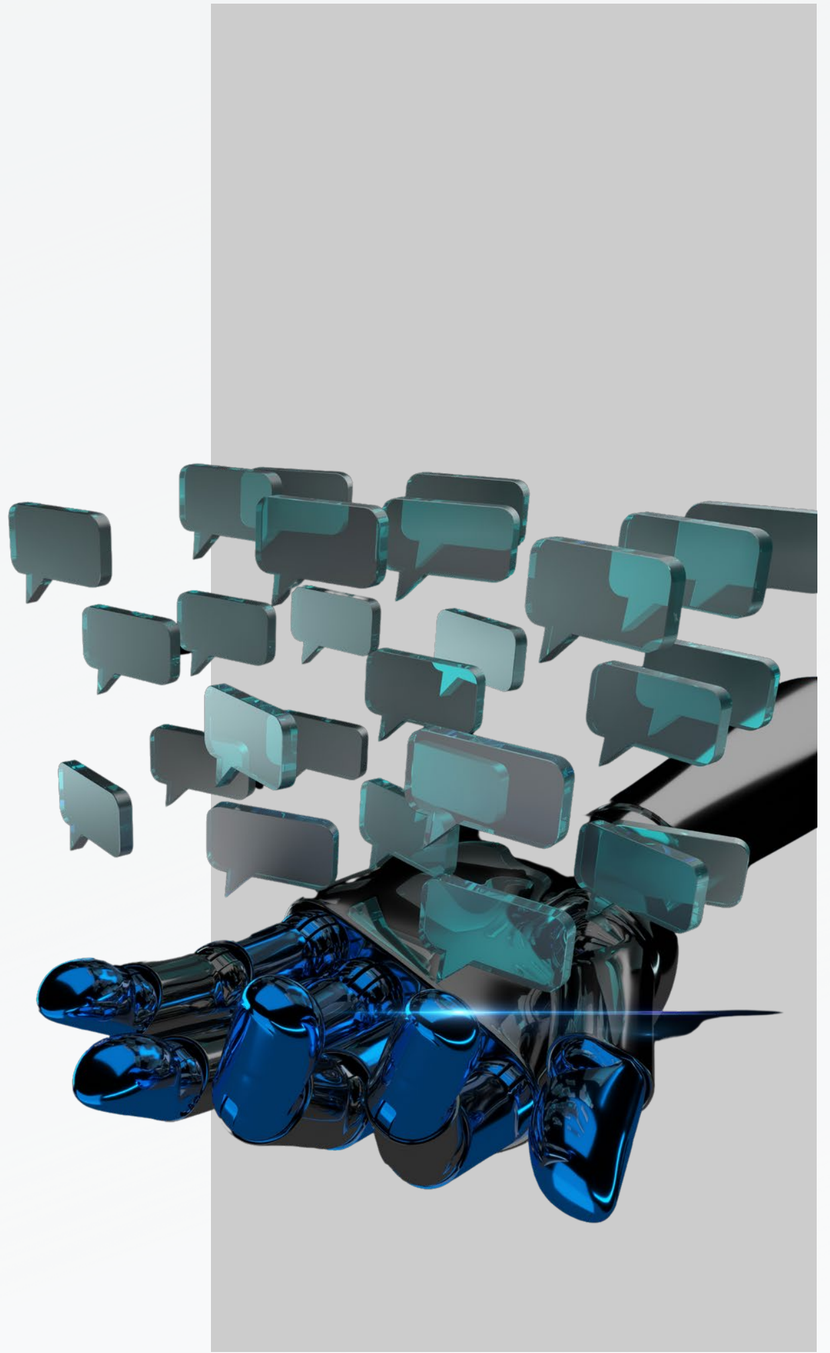
Easy Audit Template

Google Business Profile Best	Completed?	
https: //www.google.com/business/	☐	Claim your google Business Profie
Add Logo	☐	
Choose an appropriate category and sub-category Service Areas	☐	https://daltonluka.com/blog/google-my-business-categories
Keep Business Operating Hours Accurate	☐	
Phone Number	☐	
Appointment link	☐	
Menu link	☐	
Add products and services	☐	
Attributes	☐	
Add Photos	☐	4+ exterior photos 4+ interior photos 4+ photos of your team doing work/interacting with customers. 4+ images of products/services
Business Description	☐	
Generate, monitor, and respond to reviews GMB Posts	☐	
Google Q&A	☐	

USING AI TOOLS TO HELP WITH SEO

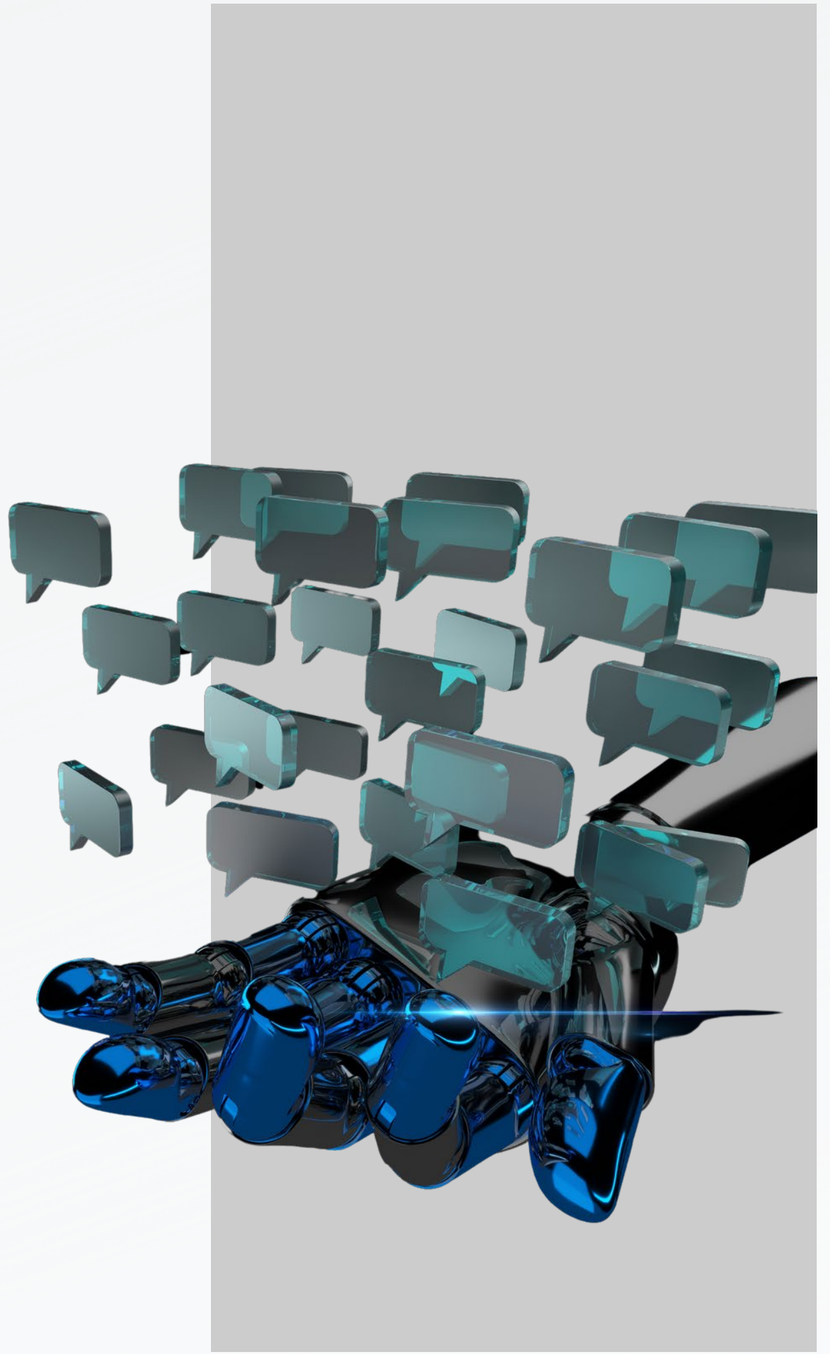
- Brainstorm target markets, value proposition, trends, and customer needs
- Brainstorm keywords
- Evaluate SEO on existing content
- Evaluate competitor’s websites

We will go offline to work with tools like Chat GPT and go through this process



USING AI TOOLS TO HELP WITH SEO

- Bees Kneez. I have attached a questionnaire that the owner of Bees Kneez in Minnesota filled out. we are working on redoing the website so that the language is clear and addresses the Target Market and is SEO optimized to be found on Google. Can you start with a home page content that incorporates the keywords into headlines and helps answer the problem the product/service solves for the customer. We are looking for about 1500 to 2000 words but split up so that it is easily readable. Also make suggestions for layout and or images.



THANKS!

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