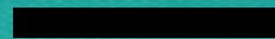


IT'S SEO NOT SORCERY

A Creative Class Workshop

05/24





CREATIVITY CLASS

learn the business of freelancing.



WORKSHOP OUTLINE

Introduction: WTF is SEO

Introduction Part Two: Who I am

Section One: Focus

Section Two: Write

Section Three: Share

Please take notes! (or don't! I'll email them to you)

WTF is SEO?

SEO

(noun)

How you get free traffic from Google.

SEO

(noun)

Blog once per week and make sure you do keyword research and use the keyword 5 times in the article and in the URL, title, first sentence, make it bold, and in the H1 tag and H2 tag and in the image alt text. Have 3 internal links and 2 external links to authority websites.

SEO

(noun)

Search Engine Optimization is when you read blog posts written by somebody who read it somewhere else and they tell you their best guess at how to get more traffic from a search engine based on some tactics that might (or might not) work. Oh and PS - You won't know if it worked within the next six months or so.

SEO

(noun)

**It is a skill
and it is a process.**

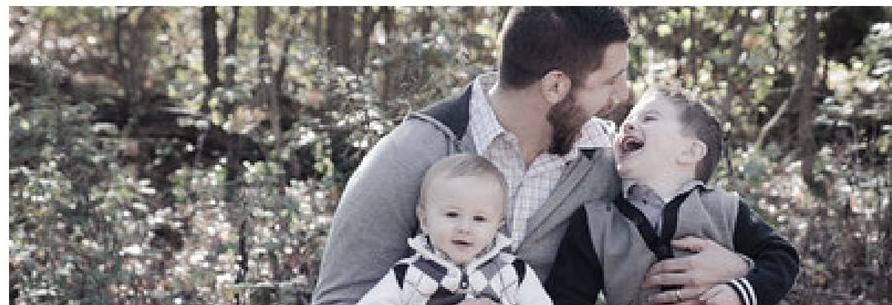
**It is not tools
and it is not keywords.**

WHO AM I?

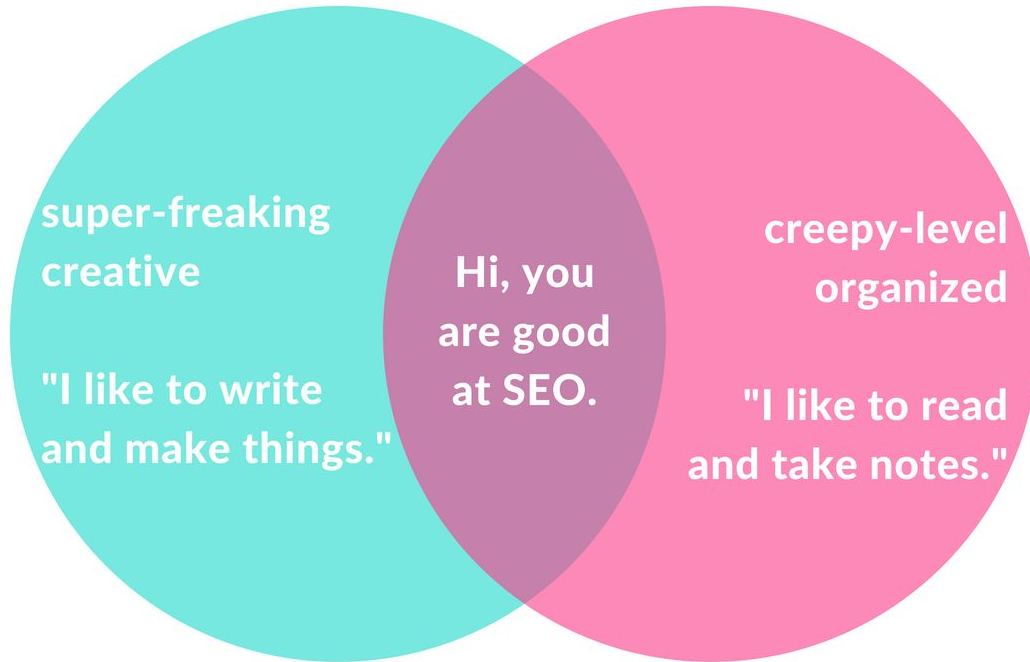
I am not an SEO wizard, ninja, guru, growth hacker, pirate, commando, rockstar or dolphin.

I am in love with making things and every day is a gigantic struggle to get my work done.

SEO is what I've figured out over seven years of building online businesses.



The Little Known Model of How to Be Good at SEO*



*you can do this

20

% of what I do that get's you

80

% of the results

SEO is a process.

1. FIND YOUR FOCUS

Focus on a very specific, ideal client for the work that you do.

2. WRITE SOMETHING

Write something worth reading, linking to and sharing.

3. SHARE SOMETHING

Tell other people that you've written this thing.

4. DON'T STOP

SEO is a long-game play. Thankfully, you have to earn it and that takes time.

01

**find
your focus**

How to Find a Client Focus



too broad or too focused?

- Marketer (podcast, blog, YouTube, webinars, ecommerce brand) > SEO > SEO for photographers
- Writer > Content writer > Content writer for saas and ecommerce
- *NOT: Ecommerce apparel companies that only make socks - 1 client*

02

write
something

did I write something?

- Is it new, helpful, make them look smart, attach to an emotion, or tell a great story?
- Is it evergreen?
- Is it client focused?
- Is it peer focused?
- Is it the best?

03

**share
something**

did I share something?

- Did I leave comments other places where it was relevant?
- Did I send this to people that would care about it?
- Did I send this to people outside my current audience that would care about it?

04 **don't stop**

when can I stop?

- Did I pitch 10-15 sites that are similar to mine?
- Did I research and pitch 20 websites that my ideal client would read?
- Am I creating new content and starting this cycle over?

checklist

- Find your client focus (not too broad, or too narrow)
- Write something that rivals the best ranking content
- Share it with people (friends, peers, cold outreach)
- Write for other people
- Repeat
- Be patient



thank you!

Let's do some Questions & Answers!