

HOW SEO WORKS



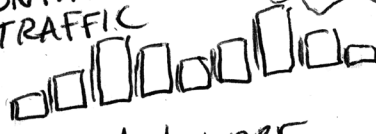
ON PAGE

FIND HIGH TRAFFIC KEYWORDS

KEYWORD Q GET IDEAS!

- www
- www
- www
- energy

MONTHLY TRAFFIC



adwords.com/keywordplanner

PICK ONE KEYWORD PHRASE PER PRODUCT OR SERVICE POST/PAGE

OPTIMIZE PAGES!

PAGE TITLE & DESCRIPTION

KEYWORD
www.page.com/SEO-friendly-url
1-800-000-0000

LOGO → PAGE HEADLINE W/ KEYWORD → H1

IMAGE → ALT TAG → H2

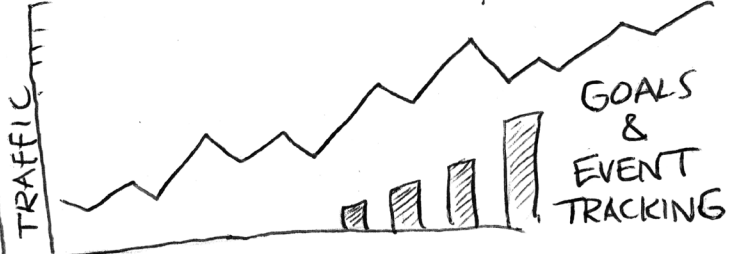
CONTACT SUB HEADLINE → KEYWORD RICH CONTENT

TRACK ME! → SERVING NJ & PA → GEO TAGS!

OFF PAGE



TRACK PROGRESS!



- GOOGLE ANALYTICS / TAG MANAGER
- GOOGLE SEARCH CONSOLE
- GOOGLE ADWORDS
- google.com/services
- RANK CHECKER
- tools.seobook.com