



# JG Jennifer Gardella

Your Social Media Expert

Simple Strategies to Win the SEO Game



# Jennifer Gardella, PhD



I help clients build a significant digital foundation using blogging and social media.

Individual meetings  
Personalized monthly support  
Small group trainings  
Speaking Engagements

[www.jennifergardella.com](http://www.jennifergardella.com)

Just about everything  
I have done myself

Note: contact me if I don't answer  
all your questions.



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# Why are we doing any of this?

1. To be found in search
2. To reach your ideal markets — build know, like & trust
3. Create professional connections and relationships
4. Confirmatory when someone hears your name.
5. Stay Top of Mind — Leave a trail of breadcrumbs back to your business.



# Be realistic about SEO

1. It takes at least 6 months to get started and build something
2. Might not independently bring in a single connection
3. We know it has to be done
4. It is a foundation that will be built upon.
5. You want anything else — video ads, social media, FB ads, Google ads...you need this first.
6. SEO will not “sell” your goods and services for you. You still need a good product that people want & a sales process to lead them to buy.

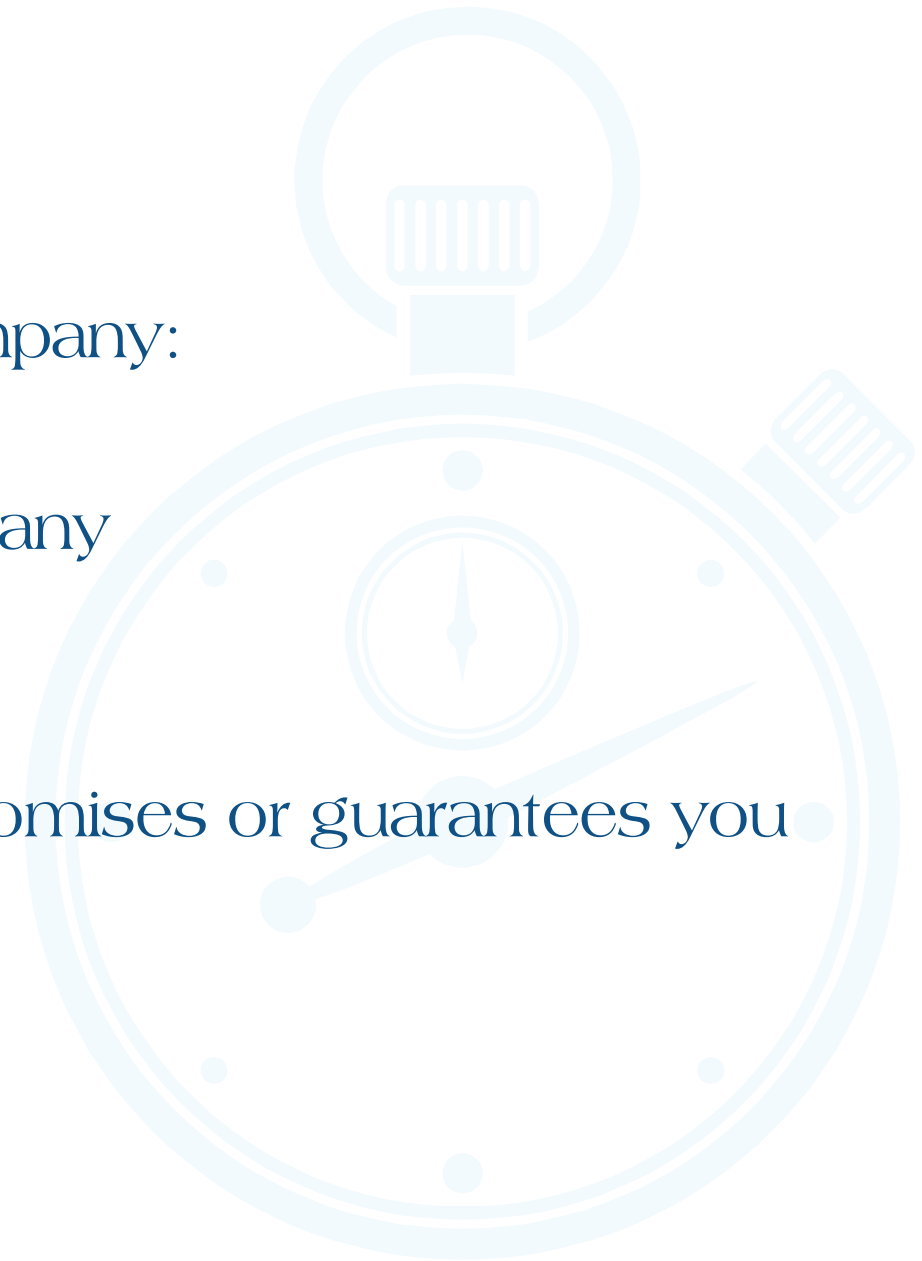


# Word of Caution

For those of you working with an SEO company:

Never ever give all control to another company  
Passwords or full ownership to an account

Never ever sign on with a company that promises or guarantees you  
first place rankings on Google



# Free Resources

1. Slides [www.jennifergardella.com/scoreMarch2020](http://www.jennifergardella.com/scoreMarch2020)
2. Telesummit

<https://jennifergardella.com/jens-personal-telesummit-on-digital-marketing/>

I've pre-recorded this presentation and it will be available on my YouTube Channel.



# Overwhelmed:

1. Site not ranking in organic search
2. You don't know how to rank in the Google Maps search
3. But, your competitors are ranking
4. How do I know? I was overwhelmed as well.



A woman with long brown hair, wearing a black and white striped shirt, is sitting at a desk in a meeting room. She has her hand covering her face, suggesting she is overwhelmed or stressed. In the background, several people are visible, some holding large sheets of paper, and one person is holding a smartphone. The scene is brightly lit, likely from a window in the background.

Let's get you out  
of overwhelm



# What is SEO

Making sure your website is ready

When your ideal customers and clients are searching for your products — your site is on the list.

Google Maps and Organic Search results





# Factors

1. Single focus to your business
2. Constantly adding new content through a blog.
3. A big website
4. Link building
5. NAP (including Google)
6. Social Indicators
7. Traffic



# Content SEO for your website

1. Constantly adding high quality content
2. Core business areas
3. Blogs
4. Based around how your ideal clients are searching for you





# Technical SEO for your website

Have a conversation with your web designer

Page speed

Site responsive

Submit your sitemap

Broken links

Stats: Visitors and bounce rate

Duplicate content

Meta Data



# Keyword Research: the first step

1. Who is your ideal client?
2. What is a keyword?
3. Long-tailed and short-tailed
4. What phrases and words will your ideal client use when searching for you.
5. Core business areas
6. Geographic areas
7. The name of your company should not be your only SEO focus if people are not going to search on it.



# Steps to find your keywords

1. Core business areas.
2. What do you want to be known for?
3. What questions do you want to answer?
4. What are your competitors writing about?
5. Geolocators
6. Google Adwords
7. Answer the public
8. Ubersuggest
9. Free Keyword Tool from Wordstream





# Editorial Calendars: Your plan.

Plan the keywords

Social Media Post themes

Blog Posts

New Website articles

Newsletter

Pictures

Videos

Quotes

LinkedIn Long Posts

Powerpoints for Slideshare



# What to write about?

- Evergreen Content
  - Should you talk about corona virus?
- A part of your story
- Why you do what you do
- 5 x 5 or 10x 10
- Time and Money
- Client testimonials — tricky business
- Staff testimonials
- Who, what, when, where, why
- How you can help
- Pain Points



# Some more inspiration:

Case Study of Success

News related story (just have a different spin)

Introduce an employee

- Explain a term

Your Ideal Client

Your elevator speech (then record a video of it).

How your job relates to your life

How any issue relates to what you do.

One way you can help a particular problem

- Top 5 tips

Promote a particular product (but as it would help)



# More inspiration (obviously this is important)

Competitors

Related businesses

Comments section of successful blogs

Quora

Search on keywords in Twitter

Amazon book reviews

Other websites



# Editorial Calendar — How to Organize

Not on post-it notes and napkins

- Seasons
- School calendar (home with the kids...)
- Important calendar dates:
  - Those that are real
  - Those that are ridiculous
- Holidays



# Internal Blog (or could be external)

Internal component on your website

Features to consider:

Formatting

Ability to add graphics, pictures, and video

Fonts

Comment control

Subscribers

Easy social sharing

Wordpress, Google Blogger, Movable Type



# Website Audit

1. Google Analytics
2. Core business areas articles (do you have keywords?)
3. Responsive
4. Internal blog
5. Social Media share buttons
6. Social Media connect buttons



# High Quality Content

Your ideal clients need it

Make sure it helps them solve a problem.

Don't write a blog, create a PDF and slap it up in Slideshare

Do not stuff keywords just to get them in.

Content just for the sake of content is a waste of time. It might work for a bit but isn't worth it.



# Why Blog?

- Increases your website SEO
- Adds pages
- Shows your personality
- Highlights your expertise
- Comment on news related stories
- Builds know, like and trust



# Why Blog?

1. Drive traffic into your website — gives you something to share
2. Connect with current clients, volunteers and donors
3. Build up content on your website but with a casual voice
4. Increase awareness
5. Create a resource
6. Shows you are on top of the news
7. Share happenings



# Make Blogging Easy

Step #1:

Have an editorial calendar with a well planned out timeline of topics.

You will hit the ground running when you are ready to write.

You will not miss any opportunities or events.



# The steps to blogging:

1. Topic — what are you going to write about?
2. Title — SEO
3. Have an opening paragraph with keywords
4. Length — 1000 is best, 350-500 is minimum
5. Solve a problem
6. No industry jargon
7. Edit and proof
8. Add in pictures and videos
9. Take time for technical SEO
10. Yoast (Meta descriptions, categories, tags)
11. Be careful with CTA's



# Big Tips:

1. KISS
2. Shine (don't brag)
3. Publish at a natural rate
4. Write for your audience, not a search engine
5. Plain english
6. Related pieces
7. Know your audience
8. Relevant topics
9. Edit, then edit again
10. Show your personality



# The easiest way to blog

1. Download a voice recorder onto your phone
  - Voice Recorder
  - Otter.ai
  - Dragon (Nuance)
2. Dictate
3. Have the audio transcribed.
  - Easiest in the Otter.ai app — does it automatically
  - Voice recorder — send the file to your email, download it to your computer, upload it to Otter.ai
  - Dragon — dictates right to a file
4. Take the transcription and edit it. Now you have a blog



# Share Away on Social Media

1. Drive traffic back to your website
2. Do not share everywhere at the same time.
3. Facebook: Tuesday; LinkedIn: Wednesday



# Google My Business

1. Need a google account then login to Google My Business

2. Fill in all areas

3. Post to it often! (don't forget the keywords)

4. Maps listing

5. How you rank in local search.

6. Reviews



# Social Media

1. There is some evidence to show that social indicators can help SEO directly.
2. It is indirect but important.
3. Grows your brand
4. Connects you to people and they want to learn more about you.
5. Gives you a place to share so your ideal clients find your content and then follow it to your website.

LinkedIn: Share your blogs and other relevant content to position you as an expert

Facebook Business: Share your blogs and other relevant content

Twitter: Completely different audience — share your content — hashtags!



# YouTube

1. YouTube Channel
2. Shoot off your Iphone
3. Critical to upload to YouTube correctly
4. Embed on your website
5. Great to share on social media
6. 2 minutes
7. Practice — practice — practice
8. Have a script
9. The #1 secret to great video?



# Reviews and Testimonials

Google (Facebook & Yelp)

IP Addresses

1. Have a simple set of directions to follow
2. Write it for them
3. Do not let anyone else control your profiles
4. Should you offer a discount for a good review?



# Measuring Success

Set Goals

Google Analytics

Visitors

Page Views

Leads

Subscribers

Inbound links

Social Media Shares



# Steps to Take Right Now

1. Write a blog
2. Keyword Research
3. Editorial Calendar
4. Ask for reviews
5. Make a video and upload it to YouTube
6. Open or optimize your Google My Business page



# Connect with Jen

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Find me on LinkedIn:

<https://www.linkedin.com/in/jennifergardella/>



A woman with long brown hair, wearing a dark blue dress, is sitting in a brown upholstered chair. She is smiling and talking on a pink mobile phone held to her ear. A laptop is open on her lap. The background is a large window with a view of tall green grasses. A semi-transparent blue rectangular box is overlaid on the center of the image, containing white text.

BOOK A CALL  
WITH JEN





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