

Tactical Tips for SEO

In making the plan the choices might be
More traffic?

More conversions? Ask for the conversion via a series of landing pages, test and retest to find the best

More reach?

What would success look like to them?

The SEO can't be expected to wave a magic wand and place a client top of a category in which they enjoy no competitive advantage. Even if the SEO did manage to achieve this feat, the client may not see much in the way of return as it's easy for visitors to click other listings and compare offers.

<https://blog.bufferapp.com/5-simple-seo-tactics> has this nice little checklist from Salesforce.com

SEARCH ENGINE OPTIMIZATION CHECKLIST



Ready to start optimizing your content for search? Take a look at the checklist below to make sure you're not missing any important steps.

①

Title Tag

Include your keyword(s) in your title tag (the text that's displayed in your browser heading).

②

Page URL

Make sure your URL includes your keyword or key phrase as close to the beginning of the URL as possible. Remember, use hyphens — not spaces or underscores.

③

Image ALT Tag

Include keywords in your image ALT tags so that search engines understand what the image is displaying.

④

Image File Name

Similar to your image ALT tag, you should also include your keyword(s) in your image file name to reinforce your page content.

⑤

Keyword Density

Populate your page content with keywords, but try to keep it between 5-7% of your overall page content. Mention your keyword(s) as close to the beginning of your page content as possible.

⑥

Meta Description

Include keyword(s) in your meta description (the descriptive sentence that search engines pull for their search engine results pages).

⑦

Page Content

Create helpful, relevant, and high-quality content. The other steps on this checklist will be worthless if the content isn't good enough to gain you inbound links.

[http://www.slideshare.net/guyrcook/vdomainhosting-wordpressseochecklist20151016e?
ref=http://www.guyrcookonlineservices.com/blog/?s=Wordpress+SEO](http://www.slideshare.net/guyrcook/vdomainhosting-wordpressseochecklist20151016e?ref=http://www.guyrcookonlineservices.com/blog/?s=Wordpress+SEO)

Blog Topic Generator a part of <https://blog.bufferapp.com/29-free-marketing-tools>

[http://www.hubspot.com/blog-topic-generator#/guy r cook/web developer/podcast](http://www.hubspot.com/blog-topic-generator#/guy%20r%20cook/web%20developer/podcast)

Examples-

- 15 Best Blogs To Follow About Guy R Cook
- Think You're Cut Out For Doing Web Developer? Take This Quiz
- 7 Things About Podcast Your Boss Wants To Know
- What Will Guy R Cook Be Like In 100 Years?
- The Worst Advice We've Ever Heard About a Web Developer

[The 33 Undisputable Laws of Content Marketing Success](#) from [Marcus Sheridan](#)

Remember: "Content" doesn't always means "words." It can also mean free tools, [beautiful visualizations](#), how-to videos and much, much more.

Make it easy to share - from <https://blog.bufferapp.com/5-simple-seo-tactics>

Astounding content is generally worthy of a Facebook share or a tweet. And social signals from Facebook and Twitter now [correlate very strongly with good rankings](#) in Google's index.

Thanks to Edinburgh Dusters <http://edinburghdusters.co.uk/>

Thanks to Passing Places Insider Club | Passing Places around Scotland - <http://passingplaces.scot>

Thanks to BLAB <https://blab.im/>

20160224 Shownotes

Organize your Pinterest Boards alphabetically to make finding them easy as cake to find.

1. Setup and USE a calendar of 'what to do today/ and follow it.
2. Give yourself back 20% of your workday for ME time and guard it jealously.
3. A good landing page asks that a task be performed.
4. How many inbound links do you have? How many besides the homepage?
5. Spend resources on creating content, MORE than beautiful design, that will trump beautiful design.

The above will be a short slideshare presentation soon

@ <http://www.slideshare.net/guyrcook1>

Make it easy to measure results. Simple is better than complicated.

Best measurements:

1. Traffic- how many and where from
2. leads to conversions
3. sales
4. channels/ sources of leads to sales

1. What are your social media goals? Ask yourself what do you want social media to accomplish? Is it?

Building brand awareness.

Driving traffic to your website and/or blog.

Getting new customers.

Encouraging existing customers to write great reviews about you.

Interacting with customers to collect market feedback.

- See more at: <http://blog.viraltag.com/2015/01/20/step-step-pinterest-social-media-marketing-plan-2015/#sthash.1IHETw8v.fiK7ESqy.dpuf>

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Thanks for listening to The Cook Report

20160225 Shownotes

https://en.wikipedia.org/wiki/File:Standard_web_banner_ad_sizes.svg

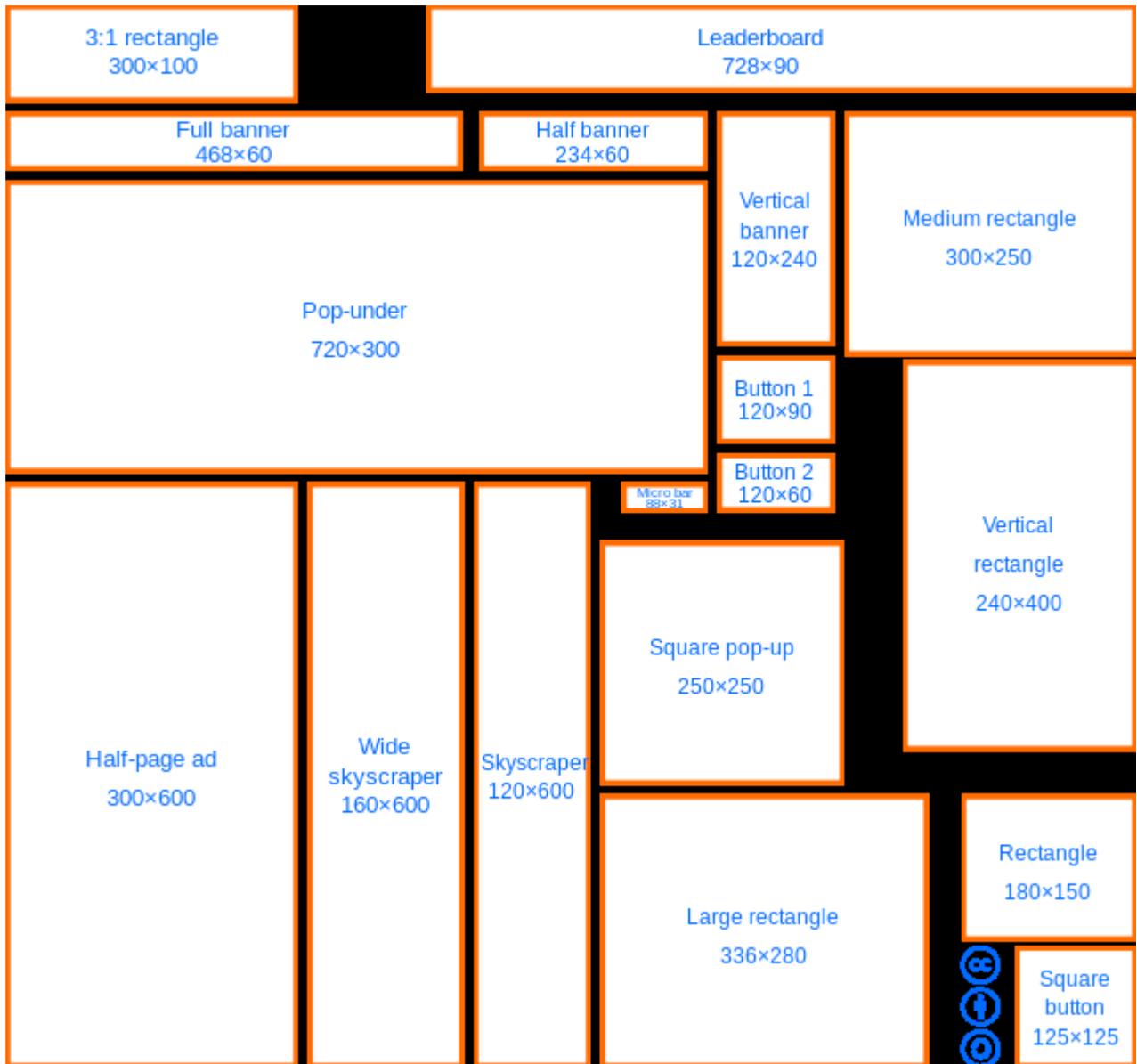


Image ads are ads that appear with a picture. The rules that apply to text ads generally apply to image ads, too. To ensure that your image ads are appropriate, we also have additional requirements when using the image ad format, as shown below. The policies below apply to both standalone image ads and image ads created using the Ad gallery.

<https://support.google.com/adwordspolicy/answer/176108?hl=en>

Content requirements meet those to not have the ad disapproved, some of the reasons and how to fix those are:

What can I do if my ad is disapproved?

If you think your ad was incorrectly disapproved, you can request a review through the [Disapproved ads and policy questions form](#).

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Important to ask if the information was helpful, feedback is a form of engagement too.

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Happy 62nd Birthday Day to my favorite CPA

Thanks for listening. Happy Thursday to you

<div style="font-weight:normal;">The Cook Report Evaluation Question</div>