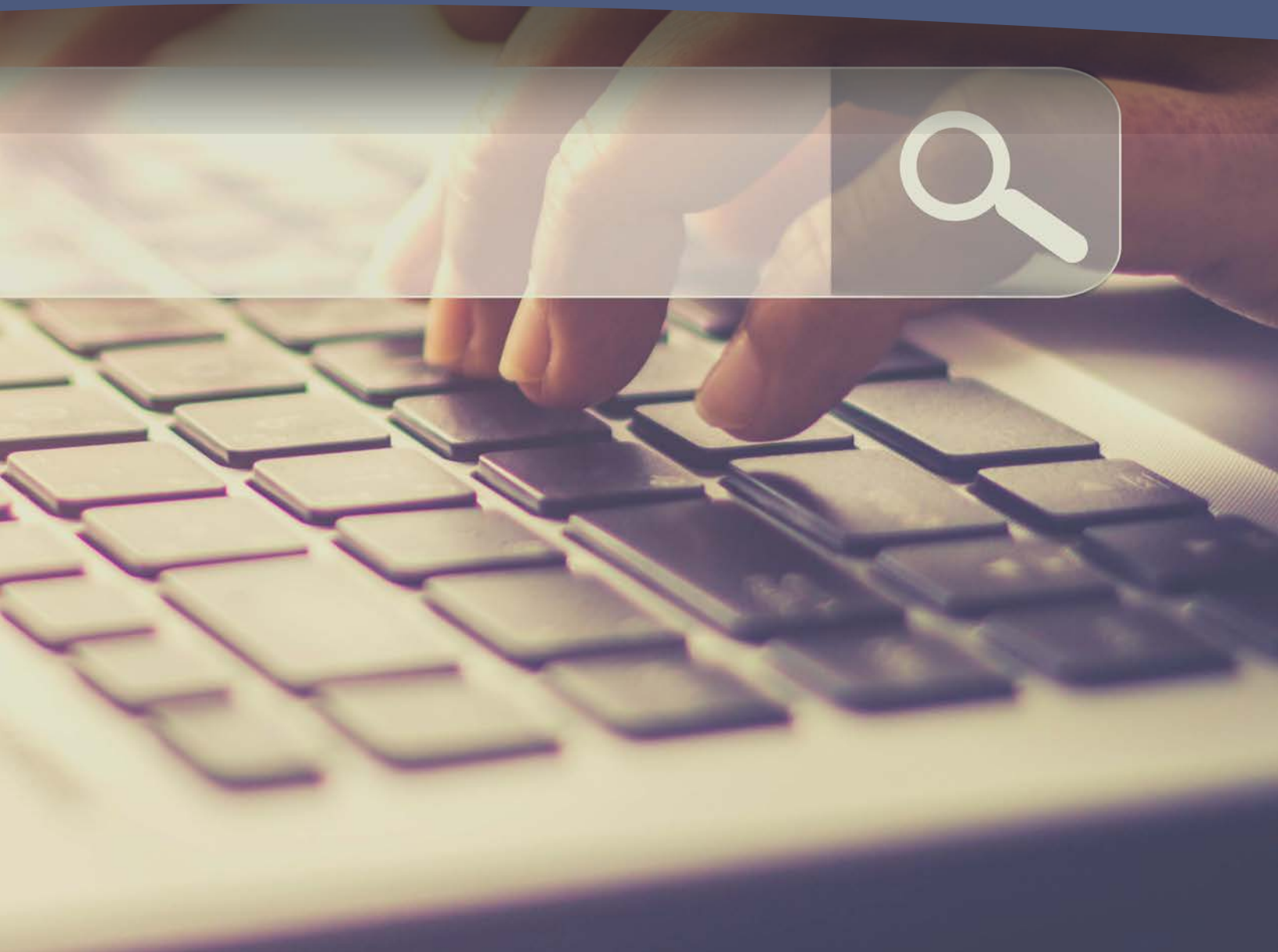


SEO BASICS FOR CREATIVE CODEBOOK



CREATIVES GUIDE TO SEO
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What is SEO?

SEO stands for Search Engine Optimization. It's how you get found and displayed in results when someone searches for something online.

Steps of search?

1. You enter info. In this phase you should be focused on entering well researched keyword rich information designed to provide a good user experience.
2. People search. The goal is that you have what they want and they find it.
3. The algorithm watches interaction. and learns. If they click, like, subscribe, buy, favorite, etc the algorithm learns that this item is likely to make a buyer happy. And it decides to give it a boost in search. If people don't click, like, favorite, buy, etc. the opposite happens.
4. The algorithm changes results it shows for future searches.

User Experience

If you get nothing else out of this training, everything you do regarding setting up, listing, organizing, etc needs to be done in a way that will create the best user experience. If you do that and learn the basics of keywords research, you will blow SEO out of the water.

Google, Facebook, Amazon, Pinterest, Instagram, and Etsy make money by having lots of users. Lots of users attracts advertisers who spend money to get their items in front of the users. So user experience and keeping users happy is the number one goal of any platform.

Know your target market.
Think like a user.
Keep up with changes and trends.

CONSIDER THESE THINGS

- What annoys you about online shopping?
- What do online shops do that makes you happy as a buyer?
- What is the main problem that your product solves for people?
- What do you want users to see in your shop?
- How do you want users to feel in your shop?
- When users leave, what do you want them to say?
- Anything else you should consider for users?
- Now consider all this with every shop decision you make.

What is a keyword?

A keyword is the small phrase that people type in to search to get an answer or find results for what they need.

Main Idea

I'm at the park with my kids. A friend has a gorgeous scarf, it looks exactly like something my sister would love for Christmas. It's super trendy. It's got fringe and tassels, and it looks handmade but super high quality. It looks like it has a copper thread running through it. I ask her where she got it, but all she remembers is that it's hand knitted. I am determined to find it online. What will I type in to search for this item?

These are keywords. Nobody types in full sentences (unless they are typing a question). We have to know what keywords our user is likely to use, to know which ones to enter in our listings.

Keywords

Before we can search for keywords, we have to know 4 super important terms that are often used to describe keywords. The videos will answer these questions for you, but I want you to write the answers you learn down here.

What is search volume?

What is competition?

What is engagement?

What is a long tail keyword?

Wait!

If you skipped the brainstorm step above. PLEASE, actually take a moment and do it now before you move on. I am trying to help you, I promise. But it takes time and practice to train our brains to think in terms of keywords.

Research

Now that you have a big list of possible words, it's time to expand your research. You need to make sure that the words you would use are the same as the ones your user would use. And you want to make sure that you didn't forget any words that are super important to your user. Remember this is all about what is good for your user. As you research, underline the good keywords on your brainstorming that are coming up in search.

- *Don't rely on only one method to search.
- *Use yourself, others, and past interactions.
- *Use any and all free tools at your disposal.
- *Ask for help from your business community.
- *Know that tweaks may need to be made.

PLACES TO USE FOR RESEARCH

- The Platform's Search Bar
- Suggested Search Terms on Results Pages
- Google Search
- Your Product Reviews
- Your Competition Tags and Titles and Listings
- Other reviews for similar products
- Your Business Community
- Paid Tools

People say that using the search bar of a platform to search is not good research because it only shows the most trending searches...but don't we want to know what is trending?

Refine

Now you have a ton of research about what words you and other people use to find items like yours. Now you choose which words you want to try to optimize for in your listing. Pick 3, three to five word phrases that are most important for your product. These will be primary choices that you want to optimize for.

3-5 words
keyword phrase

3-5 words
keyword phrase

3-5 words
keyword phrase

10 OR MORE 2 WORD PHRASES TO WORK IN IF POSSIBLE

Platforms

Almost anywhere you want to sell, post, write, etc has some sort of algorithm for search to decide what to show users when they are trying to find something. It's important to know how the platform works, even if the exact formula of the search engine isn't known.

Google

Pinterest

Amazon

Etsy

Shopify

Wix

Wordpress

Youtube

Facebook (and other social media platforms) have different ways that you can optimize your content to be seen. We go over a lot about this in the Facebook course. If you try to remember what the user wants to do when they come to a platform, it can help you know how to use the algorithm to be seen.

Other Factors

There are some things that affect your SEO, or where you will appear in search that are NOT related to the words you type in on a search bar. It's important to be aware of these. A lot of people want to blame keywords for their items not being seen...but there could be other reasons depending on what type of site or blog you are creating.

CONVERSIONS***	NUMBER OF ITEMS IN SHOP	PAGE LOAD TIMES	INTERNAL LINKING
MOBILE EXPERIENCE	VACATION MODE	MOBILE LOADS	OUTBOUND LINKS
PRICE	FREE SHIPPING	BOUNCE RATE	KEYWORDS IN ANCHOR TEXT
ON SALE	ADS	TIME ON PAGE	ALT IMAGE TAGS
SOCIAL MEDIA LINKS	META TITLES AND DESCRIPTIONS	KEYWORDS IN URL	SPAMMY PRACTICES
DUPLICATE CONTENT	THIN CONTENT	RECENT CONTENT	AND SO MUCH MORE!

Unless you've spent some time creating content for websites, or listing products, a lot of these terms can seem overwhelming. But remember, if we are focusing on a positive user experience, a lot of these things fall right into place. We go more in depth with each platform and how to use SEO on each one in our membership. Take your time to learn it as you need to.