

Gentle Business
MASTERMIND

SEO For Beginners Workbook

WELCOME & INTRODUCTION

Welcome to our SEO For Beginners workbook and video training - brought to you by Nai's husband Dusty Schofiel who is a web developer and IT specialist.

This workbook and [the accompanying video training](#), take you through a series of steps that you can undertake to improve your SEO. The training primarily targets Wordpress and Squarespace users - however other platform users will also find some parts relevant and useful.

Dusty has included a lot of information and instructions for you to work through - so you might like to schedule multiple SEO dates in your calendar to gradually work through the training and this workbook a section at a time.

We hope you find it useful.

STEP 1: SET-UP FOR SEO WORK

INSTALL YOAST SEO PLUGIN

For Wordpress users only...

The Yoast SEO plugin for Wordpress has a free version which we will use in the activities of this workbook and in the video training instructions. It allows us to easily manage our 'on page' SEO properties.

If you are a Wordpress user and have not yet installed the Yoast SEO plugin, you can follow the instructions provided in [our video training](#) to do so.

SET UP YOUR GOOGLE SEARCH CONSOLE

Google Search Console is where we can submit pages from our website to get ranked in Google. It will also show us our organic search terms and statistics as well as information related to Google's crawling of our website.

If you have not yet set up your Google Search Console, it is time to do so now. You can follow the instructions provided in our video training to do so.

SET UP GOOGLE ANALYTICS

Google Analytics is another free platform from Google. After placing a small piece of script on your website you can use Google Analytics to track traffic to your website. In addition to tracking traffic, it will also help you monitor the health of your website.

If you are not yet using Google Analytics on your site, it is time to start doing so! If you are a Wordpress or Squarespace user, you can follow the instructions provided in our video training to setup your Google Analytics.

STEP 2: IMPROVE YOUR ON PAGE SEO

Watch the two training videos on improving your keywords and 'on page SEO'. Pause during and after each video to complete the steps as instructed where relevant.

STEP 3: IMPROVE YOUR PAGE SPEED

Watch the three video training videos on improving your page speed. Pause during and after each video to complete the steps as instructed where relevant.

STEP 4: MAKE USE OF GOOGLE SEARCH CONSOLE

Watch the two video training videos on making use of your Google Search Console to identify problem pages and submit a sitemap of your site. Pause during and after each video to complete the steps as instructed where relevant.

STEP 5: TACKLING SEO & CONTENT

Watch the two video training videos on creating and implementing a content plan and inbound marketing plan. Pause during and after each video to complete the steps as instructed where relevant.

STEP 6: SEO FOR BRICKS & MORTAR BUSINESS (LOCAL SEO)

If you are a bricks and mortar business, or a business that relies on local clients or customers, you can watch the video on registering in and updating relevant directories. Pause during and after the video to complete the steps as instructed where relevant.

STEP 7: CREATE A SEO MAINTENANCE PLAN & SCHEDULE

Now that you have undertaken our video training on SEO For Beginners, it is important that you continue to implement and maintain your SEO.

Please complete the below activities and watch the video training taking you through these.

FREQUENCY

*How regularly and for how long do you want to work on improving your SEO?
(e.g., weekly for 30 mins, monthly for 1 hour, etc.)*

SPECIFIC ONGOING TASKS

What specific tasks will you complete during your SEO work sessions? (e.g., check the SEO Yoast dashboard and choose a poorly rated article to update, check Google Analytics for a poor performing page to enhance, check the Google Search Console for errors, search terms, click-through rates etc for ideas for improvement.)

ACCOUNTABILITY

What can you do to ensure you stick to this plan? Can you schedule the tasks? Can you find an accountability partner?

PRO TIP:

If you want to continue focusing on improving your SEO in an ongoing way, I suggest you go to [Neil Patel's blog](#) and subscribe to his newsletter. He will send SEO tips to your inbox. The tips are written for those who are not SEO experts, so tend to not be overwhelming and are easy to understand.

STEP 8: CELEBRATE

REWARD

SEO is one of those things that many of us avoid. So, congratulations for having completed this workbook and committed to working on this important aspect of your business. What is something you can do to reward yourself for doing this work?

Congratulations! *We are so proud of you for showing up and holding space for SEO throughout this video training series. If you haven't done so already, please schedule any tasks or reminders (into your calendar, Asana etc) that you need to continue working on your SEO.*