Take Action

What's the very first thing I should do now?

Write & Load One Blog Post

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How to do this

- Choose a primary keyword from the Excel File using our criteria from the Google Guide page
- Choose 2-3 similar keywords from that category of keywords or related category of keywords
- Create the title of your blog post with primary keyword in it
- Write 500-1000 words of useful info on this topic / keywords
- Login to your website backend (if you don't have login details, simply email your project manager)
- Go to "Posts" > "Add New" > type your title into the title bar and your content into the message box > if you want to include an image click "Set Featured Image" and load a photo in > Click blue "Publish" button
- Check your website – does it have a "Blog" or "News" section already setup where the posts can be found? If not, simply email your project manager and we will set that up for you
- That's it! Just keep doing this once a week and within a few months your posts should start ranking nicely in Google for various keywords

Get Someone To Link To It

How to do this

- Share your useful blog post with a friend/partner/supplier/customer/ industry organisation who has a website AND would find it interesting
- Ask them to link to your blog post from their website, preferrably with the primary keyword being the text which they link from (aka anchor text)
- Why do this? 1) A link gets their audience coming to your site and 2) it shows Google that someone else thinks your article is useful, which increases your chances of showing up at the top of search results!