

SEO, KEYWORD, AND HASHTAGS

AND WHY THEY MATTER

Today we are just going to cover an overview of the information you are going to learn over this next week. The first 15 minutes each day, we will answer any questions from the previous day. This is a vital step into making sure your content gets seen and that when you get online, gets indexed by search engines.

First let's talk about what SEO is. SEO is Search Engine Optimization. Think of it as the algorithm for Search Engines, because that is exactly what it is. The better your keyword research, the better your results will be. While you won't use the plugins or some of the tools YET, we want to make sure you understand them and why they are important.

What is a keyword? A keyword is a word or phrase that zeros in on you're the subject of your content AND is optimally searchable. Same thing with hashtags. When using either, put yourself in the shoes of the user. If you were looking for your content, say how to make a rag bow...how would you search for it. The key to keywords, is to make your keyword stand out in the rankings, and we do that using a scoring system. There are a lot of different resources out there to do this, but we will give you the ones that get the best results in correlation to the cost.

There are free resources, and just starting out, it makes sense to go this route, but as you grow, to be competitive, you will have to spend some money here. Just put that little nugget in your mind so that you know. You will know when to do this because you will see a plateau in your reach where you stop growing, that will be when it is time to invest.

Keywords will be attached to everything you put on your website, but can be very beneficial to you now on Pinterest as you start to pin your own content.

Hashtagging the right keywords on Pinterest, Instagram, and Facebook can also get you noticed. When we dive full force into blogging, you will have social sites you only use to communicate a new blog post, keywords and hashtags will help you then too! So we teach you the research now, so that when you start, you can hit the ground running.

Have you started your blog or website already? No worries, even pins and social media posts can be reworked and repurposed to do it the right way and you can still get the traffic you need on those posts.

We are going to cover analytical tools that can score your blog articles and headlines of your social media content to make sure you are hitting all of the marks.

We are going to talk about how to write great descriptions, tags, and slugs. Don't worry you will learn what all of these are.

We will talk about building links to improve SEO reach, as well as follow, no follow links, and internal and external links and when/how to use them.

So strap in, get ready, and get your pens and pencils out because this is information you will need to revisit once you start blogging and creating your own content.

Homework time!

What tools have you had recommended or do you currently use for keywords and hashtags? Do you see a difference when using them on your posts.

I know your mind is exploding right now. So take tonight and file this away. I know it will all seem foreign at first, but you will understand why we did it this way once you start creating blog content after we build your websites out. This ties closely in with everything that we do and it is how you drive your traffic where you need them to go.