



Become an SEO CEO

Brandy Savage

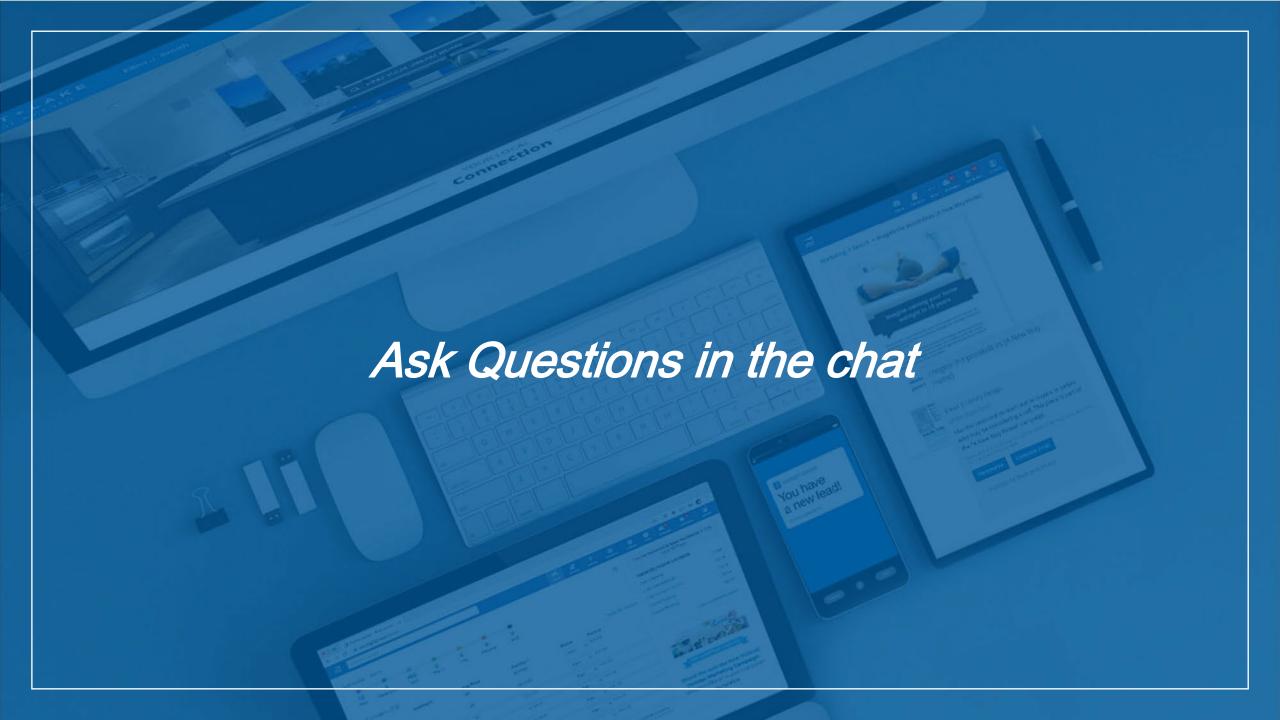


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This Week's Homework

- Must be a member of the Million Dollar Pipeline
 Program Facebook group (requires approval)
- Homework will post at 11:55a PST/2:55 EST
- Reply to that post to enter to win one of 2 \$100 Amazon Gift Cards!
- Winners will be announced Friday at 9am
 PST/12pm EST in the group



Let's get into this content!

What is SEO?





SEO = SEARCH ENGINE OPTIMIZATION A FANCY & TECHNICAL WAY TO SAY...HELPING PEOPLE FIND YOUR WEB CONTENT

Define Your Objectives



What is the ultimate goal?



We want people to visit our website because it meets their needs

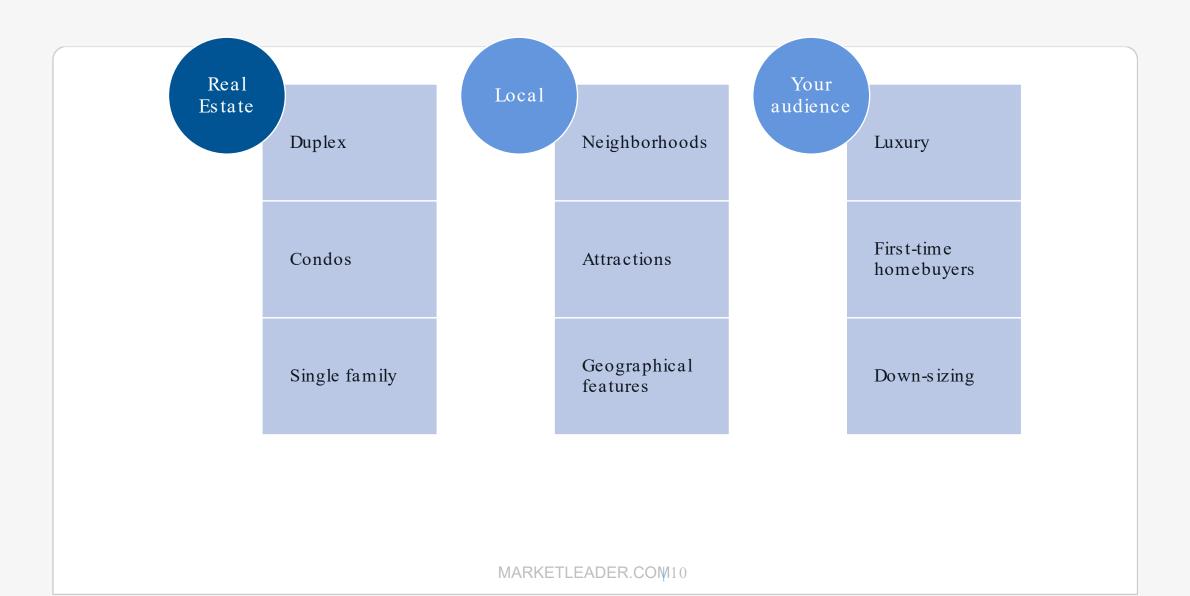


Once on the website, we want people to REGISTER



Registration brings them into the system, so that we can NURTURE them

SEO Keyword Tips



SEO Tips



Write like a person!



Short tail (1-3 words)

Houston Luxury Homes

Edina duplex

Reston Townhomes



Long tail (phrases, more specific)

Sedona luxury home with pool
Seattle new construction with views of the sound
Affordable multi-family homes with low HOA

Where is this available?

BLOG POSTS

- This is considered LONG FORM CONTENT
- More words = more opportunities to employ SEO

Meta descriptions in the website service areas

- Website Appearance
- Communities

A Word about Google Analytics

- Utilize Google Analytics!
- Free Account at analytics.google.com
- Get a token to track your website
- Use this data to find out how people are finding your site and optimize your content!



Key Takeaways

Put these in action today!

Effective SEO
brings more leads
to you ...PERIOD

Write like a human to attract humans!

Remember: the intent of SEO is to lead your potential lead to information and a transaction



What's Coming Up

Week 3 of Ignite Series

February 2

- Forging Your 2022 Social Media Strategy
- Social Media Content Trends to Spark Engagement

Thank You!

This week's Homework

In the MDPP Facebook group, reply to my MDPP Week 2

Homework post!

2 members will be selected at random to get a \$100 Amazon

Gift Card!

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