

Sassy SEO

Your SEO Business Mindset

By Emma Starr

Your Overall Business Plan

- Before you even think about Search Engine Optimization {SEO} you need to have a complete grasp of your overall business plan. This means knowing who you and your business are, and identifying your ideal customer.
- With this knowledge you can structure your overall business and marketing strategy and set up an effective sales funnel. After all, what's the point of getting top rankings on the search engines, score a ton of traffic, if none of that traffic converts to sales, leads, lifetime customers?
- So let's define "You Inc". Here are some questions to help you.

- ⑥ What is your business?
- ⑥ Whom do you want to attract?
- ⑥ What do they want?
- ⑥ What are they searching for?
- ⑥ What do you sell?
- ⑥ How does what you sell make your clients super happy?

👁️ **Your USP:** Your “unique Selling Point”. Here is where you need to dig deep. Let’s find out who you are and why the heck people should care. You need to find out what sets you apart, what makes you special, and why people should come to you instead of someone else. Let’s go ahead and define YOUR Unique Selling Point.

- 👁️ What makes YOU shine above other? What makes you different, better?
- 👁️ What are you selling?
- 👁️ Who are you targeting?
- 👁️ How does what you sell benefit them and make them happy?
- 👁️ What is unique about the product and service you are selling?

• Now we can think about keywords.

- With your USP in mind, it's time to start thinking about some keywords you might be interested in SEOing for {read: your ideal customer will most likely searching online}.
- Bear in mind that the high the traffic the more potential visitors you get but also...the more competition and investment on your behalf. So with that said, do your best to strike a "sweet spot".
- What sort of pain is your ideal prospect experiencing?
- What solution are they searching for?
- What sort of terms will your ideal prospect use?

👁 Keyword Tools To Help

- 👁 There are plenty of tools out there that will help you for with your quest to form a list of "money keywords".
- 👁 <http://adwords.google.com>
- 👁 <http://quintura.com>
- 👁 <http://wordtracker.com>

👁 Finding your "Money Keywords".

- 👁 Your marketing message {and website} should be speaking to ONE kind of person. Choose one of these and stick to it.
- 👁 Someone looking for the exact product or business opportunity that you have. {Hot, low traffic, but easy}-"looking for YOU".
- 👁 Someone who already buys/brought something similar. {Buyer, more traffic, fairly easy}-stealing a distributor, stealing a customer.
- 👁 Someone looking to make a choice between similar products. {Not a buyer, good traffic, competitive}-looking to choose a MLM or Product.
- 👁 Someone looking for a solution, but does not know any particular product {info seeker, lots of traffic, very competitive}-info seeker.

- If you are a beginner I recommend the first choice. "Someone looking for exactly what YOU have. If you are involved in a big established company like Amway or Herbalife, focus on keyword research on leaders, jargon, groups or systems within the company.
- Once you have found your "niche" write out all they keywords you think people in that market would be searching for on Google. For example, if your target is someone looking to join the MLM Xango, then write words like "Xango comp plan", Discover Mangosteen",etc.
- You can use "spytools" to expand your keyword list, "spy" on those already bidding on those keywords on adwords.

- ⑥ Well-done. You have gone through some thought provoking steps.
- ⑥ Do not rush this process. All your future work is going to be based on this research.
- ⑥ When you have all your "money keywords" squared away, it is time to get the search engines to take some notice of you, and LIKE you.
- ⑥ Pat yourself on your back. This is the most difficult part of your online success. You are on your way to a successful, profitable business.