Lesson Goal: Recognize the basic concepts that underpin SEO

- If you have not done so already, please follow the instructions here to set up your own wordpress.org website and install your Yoast plugin. You can do this by going to the plugins tab, searching for Yoast and then installing and activating the plugin (you will need to use this for exercises on the Google Search Console below).
- Alternatively, you can set up a Weebly or Wix account – whichever you prefer.
- Sign in to Search Console with your Google account and click on ‘Add a property’.
- Enter the full URL of your website when prompted and click ‘Add’.

![Add a property](https://digitalmarketinginstitute.com/)

- On the next screen, click the ‘Alternate methods’ tab and select the ‘HTML tag’ method. Note: If you cannot see the HTML tag option in the Alternate methods tab, click the ‘Recommended method’ tab.
- Copy the Meta tag code.
- Leave the Google Search Console open, and in a new tab sign in to your website account.
- For WordPress, click on the ‘Traffic’ tab and paste the code you copied into the Google field under the Site Verification Services section.
- For Weebly and Wix, click ‘Manage Site’ and then click ‘Edit Site’. Within the editor, click the ‘SEO’ tab. The exact location for this will differ depending on the website creator you use. Paste the Meta tag code (that you copied from Google Search Console) in the text box under Header Code – Meta Tags.
- Don’t forget to click ‘Save Settings’ once you’ve pasted the code, and publish your site.
- Return to Google Search Console and click ‘Verify’.
- The data may not be ready for you to look at right after you verify your site, so check back after a few days and complete the next exercise.
Exercise 2

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Adding a sitemap:

- Now that your site is verified, add a sitemap to make Google’s job easier by ensuring they have the information they need to do their job more efficiently.
- From your Search Console dashboard, select the site you want to submit a sitemap for. On the menu on the left, you'll see an option called 'Crawl'. Under 'Crawl', click on 'Sitemaps'.
- Click on 'Add/Test Sitemap' and a box will appear with a space to add text.
- Type 'system/feeds/sitemap' in that box and hit ‘Submit sitemap’.
- Congratulations, you have now submitted your sitemap!
Lesson Goal: Recognize how you can implement your SEO campaign strategically

On your first day working as an SEO at an SEO agency, your boss asks you to help carry out keyword research and prioritization. It’s for a fictitious luxury ski company that specializes in family ski holidays in Canada. You are researching keywords for its Whistler ski resort page for UK customers.

Using only the brainstormed keywords your boss provides you with, decide on the top six keywords. Prioritize them by relevance to the business, supplied search volume, and likelihood to convert into business. The keywords are listed below and each keyword is followed by its fictitious search volume in brackets.

Brainstormed keywords from your boss:

cheap ski holidays in Whistler (2100), Whistler ski deals (1700), luxury ski holidays in Whistler (700), Whistler family ski holidays (450), Whistler ski resort (4200), cheap Whistler ski passes (1100), luxury ski packages Whistler (380), Whistler ski (1500), Canadian ski holidays (3500), snowboarding holidays in Whistler (550), Whistler snow forecast (990)

1. Pick one top priority keyword (P1).
2. Decide on the two next most important keywords (P2).
3. Decide on the next most important keywords (P3).
Lesson Goal: Recognize how you can improve the on-page optimization of your website

You want to understand the effectiveness of SEO on a landing page.

- Do a search on Google for Top 10 Holidays in Europe.
- Look at the options on the SERP and choose an appealing organic result.
- Take note of the page title, the H1 headline, and the frequency of the words from your search query appearing in the body copy.
- Aim to recognize why this page ranks so well for your search query.
- Consider the things you anticipate your ideal customer would type into Google.
- Reflect on whether you could create a page of content that would align to their search and needs.
Lesson Goal: Recognize how you can improve the on-page optimization of your website

You want to build back links to your website and have identified a number of referring URLs in the All Traffic Referrals report within the Acquisition tab in Google Analytics.

Construct some email text to reach out to the webmasters of those websites in order to direct them to other content on your website which might be of interest to them, so they can link to you again.

Build a pipeline of referring domains which you can reach out to via email to gain more back links.