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**Build Your Successful Coaching Practice
Action Worksheet 4b: Working with an SEO Expert**

Objective: If you choose to work with an SEO expert, manage that collaboration to meet your goals.

1. Define your SEO goals.

Aim for very good results for most keyword phrases, and excellent results for at least some keyword phrases.

- **Very Good:** You're on page 1.
- **Excellent:** You're the #1 or #2 organic result on page 1.

2. Speak with at least two SEO experts who have been recommended to you by people who have worked with them.

- Discuss your practice and your goals.
- Ask for several examples of each expert's work, including site rankings before and after program implementation.
- Find out when each expert would be able to begin working with you, how long the work would take, and how long each expert will remain committed to assessing and optimizing the results of your program.
- Ask for a quote for a one-time fee including keyword research and guidance, optimization of overall site for keywords and organization, optimization of specific pages, and ongoing collaboration until excellent results are achieved.

Quote #1: _____

Quote #2: _____

Make your choice.

3. Sign up for google adwords and familiarize yourself with the keyword tool.

Consider doing some keyword research so that you can really collaborate on the process of developing an SEO program targeted to meet your goals. (See Action Worksheet #8.)

4. Sign up for google analytics, link it to your website, and learn to track:

- Volume trends over time
- Traffic sources (organic, social, direct, referral)
- Page views for pages and posts

SEO affects your organic search results, so to see the impact of your SEO efforts, track your organic traffic over time, particularly to your home page and your SEO-specific pages.

5. Once your SEO program is in place, track your keyword ranking results for each keyword.

Open an incognito window, enter one of your keyword phrases, and check your ranking.

Very Good: You're on page 1.

Excellent: You're the #1 or #2 organic result on page 1.

6. Continue collaborating with your SEO expert until you've achieved very good results for most keyword phrases and excellent results for some.