



# SEO Planning Template

## 1 SEO Keyword Research

>> Think of high level topics that you are often asked about or that are useful to your audience of potential clients.

Start typing those keyword topics into Google and see what phrases are suggested by **Google Autocomplete**.



>> Also look at Google's related searches:



>> Use free keyword tools like [Ubersuggest](#), [Keyword Tool](#), [Keywords Everywhere](#), [Moz Keyword Explorer](#), or to find more “long-tail” keyword phrase suggestions.

### Ubersuggest

KEYWORD IDEAS	SUGGESTIONS	RELATED
KEYWORD	TREND	VOLUME
content ideas		480
youtube content ideas		590
content ideas for social media		480
content ideas for blogs		170
content ideas generator		140

### Keyword Tool

Keywords
what are content ideas
how to generate content ideas
how to find content ideas
how to get content ideas
how to brainstorm content ideas
how to organize content ideas

### Keywords Everywhere

Related Keywords
Keyword
how to generate content ideas
content ideas tool
content ideas social media
content ideas for instagram
content ideas for blogs
corporate content ideas
content ideas meaning
social media content ideas 2019

### Moz Keyword Explorer

Keyword Suggestions	
Keyword	Monthly Volume
content ideas for instagram	0-10
content ideas social media	11-50
content ideas for youtube	0-10
content ideas for blogs	11-50
content ideas generator	0-10



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## 2 On-page SEO

>> Use the keyword data above to decide on a target keyword phrase. You should try to optimise each page of your website for a different keyword.

- Target Keyword [Focus Keyphrase]

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- URL slug

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- Page Title [h1]

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- Headers [h2, h3]

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- Meta description [this is what shows on Google results]

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- Image Alt tags

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### >> Webpage Content

Use the keyword phrase and its long tail variations in the title, headers and copy (words) on the actual web page.

#### Content Ideas: How to Generate an Endless Supply

Posted by **Will Blunt**



Updated on March 18th, 2020

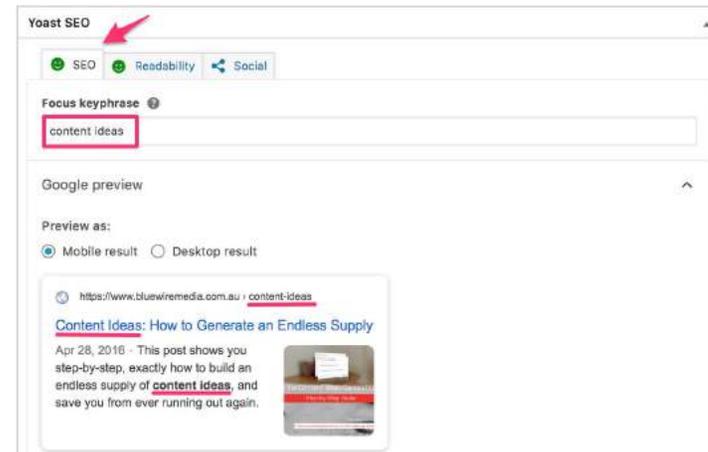
The easy way to generate content ideas for your blog, Instagram, content marketing and social media platforms



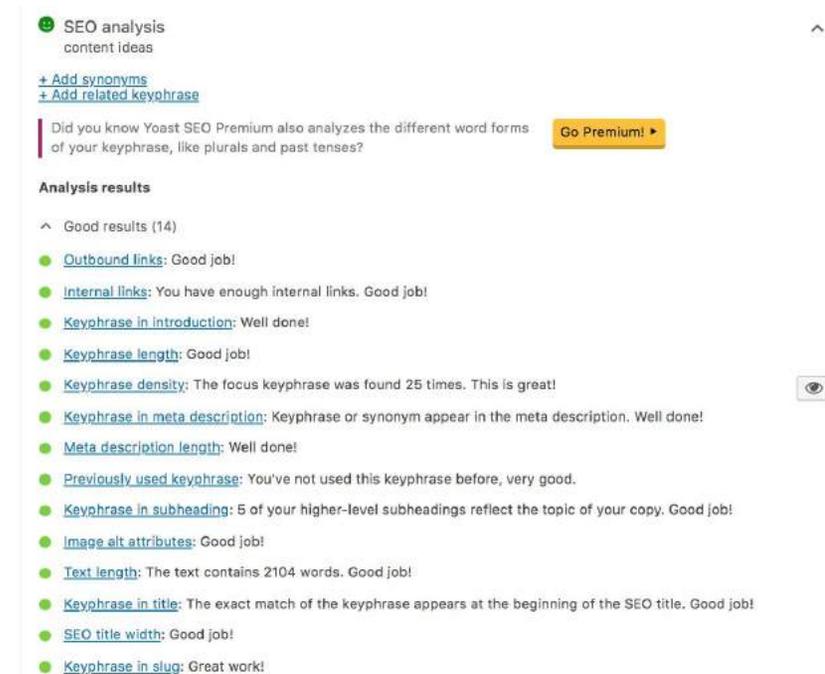
Thinking of content ideas for your blog is a core ingredient to an effective blogging and content marketing strategy.

But to stay consistent, you need lots of content ideas stocked up and ready to go.

>> Use Yoast SEO to set your Focus Keyphrase.



>> Use Yoast SEO for an SEO Analysis of the entire page.





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## 3 Off-page SEO

The final step to improve your Google search rankings is to boost the authority of your page. This is done primarily via high authority backlinks and to much lesser extent social media shares.

### >> Backlinks

Find backlink opportunities from high authority websites and reach out to the editors to see if they'll link to you. Also link back to your page appropriately from guest articles you write for other blogs, usually via the author bio.

### >> Social media shares

Start sharing your blog article on social media platforms to boost its visibility.



## About Adam Franklin



Adam Franklin is the author of *Web Marketing That Works* -- an Amazon #1 best seller. He is a [professional speaker](#), university lecturer and CEO of **Bluewire Media**.



His blog was named **Australia's #1 business blog**, his podcast was named **#9 on Entrepreneur magazine's top marketing podcasts** and he was named **#7 LinkedIn Expert (Asia Pacific)**.

Adam's work has featured in **Forbes, Huffington Post, Entrepreneur, The Australian**, and the **Sydney Morning Herald**.

## Feel free to connect on LinkedIn

For more tips, templates and videos please connect with me:  
[www.linkedin.com/in/adamfranklin](http://www.linkedin.com/in/adamfranklin)

## Are you my next coaching client?

If you want to use digital marketing and SEO to **win more** high-value B2B clients, I'm looking for **5 consultants** who:

1. Are already working with **high-value clients (\$10k annual spend)**, and getting them results.
2. Are making at least **\$15k** a month.
3. Have capacity to **work with 2-3 new clients**, starting next month.
4. Have at least **500 connections** on LinkedIn or on email.
5. Are **10/10 committed** to getting results yourself.
6. Are **friendly, methodical and coachable**.
7. And can find **30 minutes a day** to allocate to the work...

If that appeals, please email "**Pilot Program**" to [adam.franklin@bluewiremedia.com.au](mailto:adam.franklin@bluewiremedia.com.au) and I'll tell you more.

Or book a **Digital Growth Session** with me via:  
[www.bluewiremedia.com.au/growth](http://www.bluewiremedia.com.au/growth)