

4 Pillars of an Effective SEO Transportation Strategy



1. Please Your Users

a. Speed: <https://tools.pingdom.com/#5ab2feed8c800000>

Mobile Friendly website: <https://search.google.com/test/mobile-friendly>

1. Our next steps to improve the User experience are:

- a. Optimize UI (User Interface) on all devices.
- b. Change text size and content.
- c. Make copy on the web page more readable.
- d. Simplify Main Menu.
- e. Give the user what they are looking for. (Change messaging)

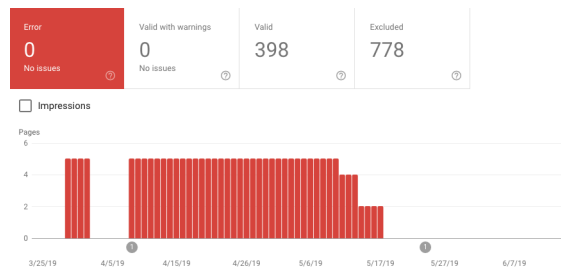
2. Review add and change all automated messages from email subscriptions and quote messages.

How well can google crawlers?

Build Authority via Backlinks

Arya is working on a landing page with the TruckHub Shipping Calculator. Users will be able to embed this calculator on their website resulting in automated backlinks.

We are optimizing the webpage first and adding new lead magnet forms and then I'll be able to tackle backlinks.



Broken links add wordpress broken link checker widget or www.brokenlinkerrors.com



- 404 errors use google search console and ahrefs.com
- Redirect issues need to go to a specific page on the site not the home page
- Duplicate content needs to be checked
- Thin content or Duplicate CONTENT <http://www.siteline.com> Send report per website
- 302 redirects <https://www.screamingfrog.co.uk/seo-spider/>
- <https://youtu.be/Uqf1-RJv0bs> How to use Screaming Frog

Resource:

<https://conversionxl.com/blog/11-low-hanging-fruits-for-increasing-website-speed-and-conversions/>

2. Satisfy Search Intent

5 qualifiers

- Search Volume
- User Signals; Social media, Facebook and Linked in. what are people in our industry
 - Use Google trends to make sure the words are trending :
<https://trends.google.com/trends/?geo=US>
 - KeyWord Data Base: www.answerthepublic.com (I have already set up an account and saved phrases.

Use Google keyword Planner:https://ads.google.com/intl/en_in/home/tools/keyword-planner/

<https://buzzsumo.com> make sure its trending on this

Hrref.com check words and make sure they are backlink worthy.

Forums: find forums with key words that match each site and add them to SEO



All this has to have search intent that matches our competitors, ideally add tools that are ranking.

Example: FREIGHT QUOTE TOOL EXAMPLE

Effective Keyword targeted pages

- We need to be different
- We need to be 10 times better than current ranking sites

Unique perspective, Unique DATA, Technology Driven, Research DATA, Stories

3. Build Your Web

1. Find Relationships with other websites that have established website authority
2. Challenge industry Norms via blog post, common practices, disrupt it with TECHNOLOGY
3. Establish Unique perspective with Unique data, graphs, technology via research (Link Bait)
4. Every Page will have a story

Your companies have a unique story.

4. Optimize and Amplify

- a. Yext : <https://www.yext.com/users/login>
 - i.
- b. Make sure everyone that lands on our website we are retaining NAME, PHONE # and email on mailchimp
- c. RETARGET on
 - i. FACEBOOK



- ii. LINKED IN
 - iii. INSTAGRAM
 - iv. TWITTER
 - v. YOUTUBE
-
- d. Blogs with videos, how to, data, graphs,
 - i. <https://app.voilanorbert.com#!/prospecting/manual> find contacts to send request to use content on their site
 - ii. <https://hunter.io>
 - e. Lead Magnets
 - f. Authority Transfer Technique on all BLOGS,
 - i. Publish blog
 - ii. Identify pages on site that relate
 - iii. Place Internal links on NEW BLOG POST

Resource Sites:

www.semrush.com
www.keywordtool.io
www.ahrefs.com
www.upwork.com

OutSourcing: BackLinks: www.thehoth.com

Read the entire guide → <https://bit.ly/2eTfMOV>

💡 RESOURCES

- How to Building Backlinks in 2018 → <https://bit.ly/29PoOGZ>
- The Definitive Anchor Text Guide → <https://bit.ly/1Lh6Qlh>
- 21 Examples of Perfect SEO Content → <https://bit.ly/2rDZyLT>
- Relevancy Pyramid → <https://bit.ly/2L1LFjf>
- WP Engine (20% Discount on 1st Month) → <https://bit.ly/2Gp7bLk>