

rowpixel

SEO Supercharge

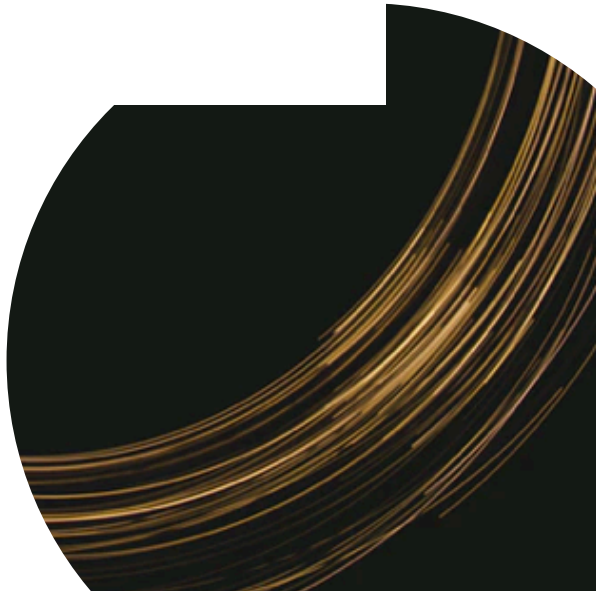
www.kellyslessor.com



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STEP 1

Connect to all Google platforms

The first step to ranking on Google is to ensure your website is connected to all the relevant Google platforms



Only tick once you have completed the integration.



Complete



Complete



Complete

STEP 2

Check your website

Ensuring your technology is fast, secure and accessible helps with your Google ranking.



Only tick once you have confirmed each aspect with the people responsible.

SITE ARCHITECTURE

Complete

**MOBILE
FRIENDLINESS**

Complete

**LOAD SPEED
(WEB & MOBILE)**

Complete

**SECURITY &
ACCESSIBILITY**

Complete



STEP 3

Choose your keywords

List the keywords of your website, then use Ubersuggest to check their volume and competitiveness (1 too easy - 100 too hard). Think of cool content ideas that will align well with each word.

	Keyword	Volume	Competitiveness	Content ideas
1				
2				
3				
4				
5				

STEP 4

Create great content

Using my SEO Content Creation Formula™

Focus keyword

Page title

Include your focus
keyword: 20 – 70
Characters

Meta description

What is the problem
that will be solved at the
click?: 150 Characters

Content

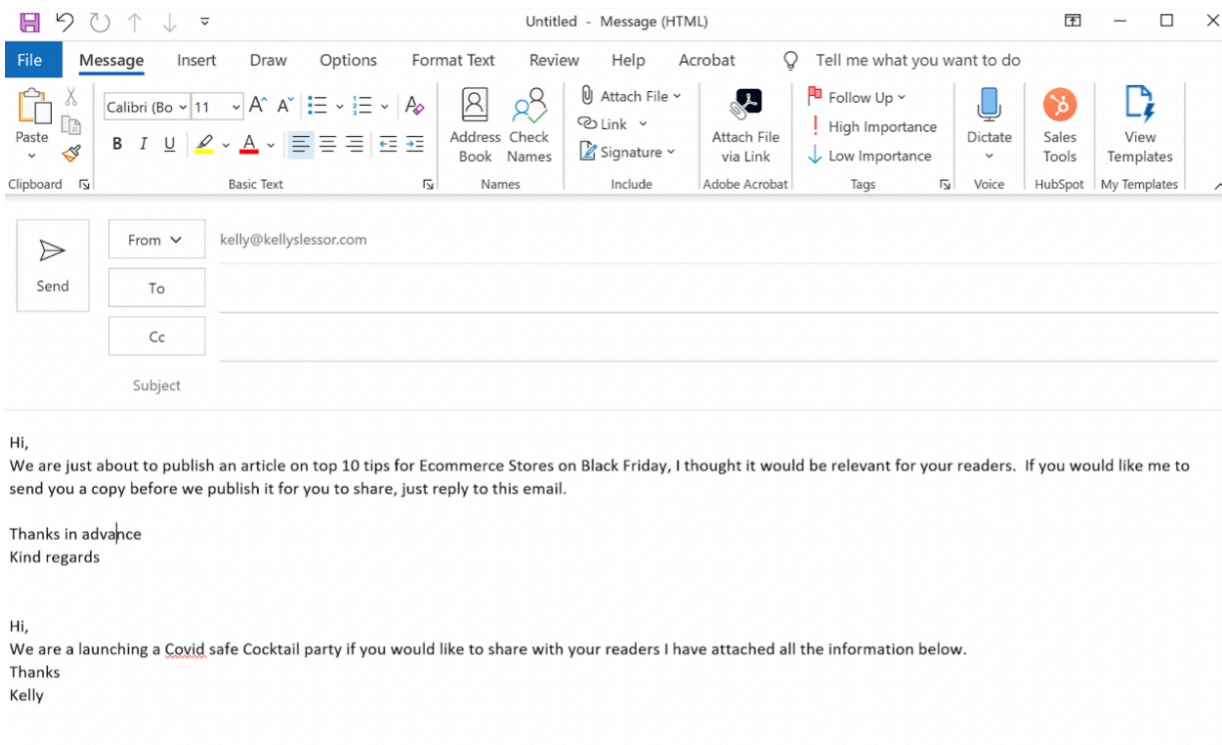
This space is just for planning. But remember to use your keywords, their relative words, links to other pages within your website and if possible, links to other relevant sites. Include subheaders (H2) to break the content up into digestible information: 300 - 1500+ words

STEP 5

Ask for backlinks

Canva was built by, in their own words, “a backlink empire”. Harness their power. Don't be afraid to email publications and bloggers to link back to your site.

Example



The screenshot shows an email client interface with a menu bar (File, Message, Insert, Draw, Options, Format Text, Review, Help, Acrobat) and a toolbar with various icons. The email draft is titled "Untitled - Message (HTML)" and has the following content:

From: kelly@kellyslessor.com

To:

Cc:

Subject:

Hi,
We are just about to publish an article on top 10 tips for Ecommerce Stores on Black Friday, I thought it would be relevant for your readers. If you would like me to send you a copy before we publish it for you to share, just reply to this email.

Thanks in advance
Kind regards

Hi,
We are launching a Covid safe Cocktail party if you would like to share with your readers I have attached all the information below.
Thanks
Kelly

People I will email today:



Contact us

- ✉ kelly@kellyslessor.com
- in [kellyslessor](#)
- 🐦 [Kelly_slessor](#)
- f [theretailedge](#)
- 📷 [@the_retailedge](#)