



SEO, ANALYTICS AND KEYWORDS



Introduction

*Use organic (free) search to get more clicks
and more traffic*

WELCOME

Right now there are 3.9 billion people online, and a few thousand of them are interested in what you offer

- or they would be if only they knew about it.

Help direct people to the one website, out of 1.3 billion websites in the world, the one that they really need to find

YOURS!

WELCOME

You're already using free tools available from Facebook.
Let's look at more free online opportunities.

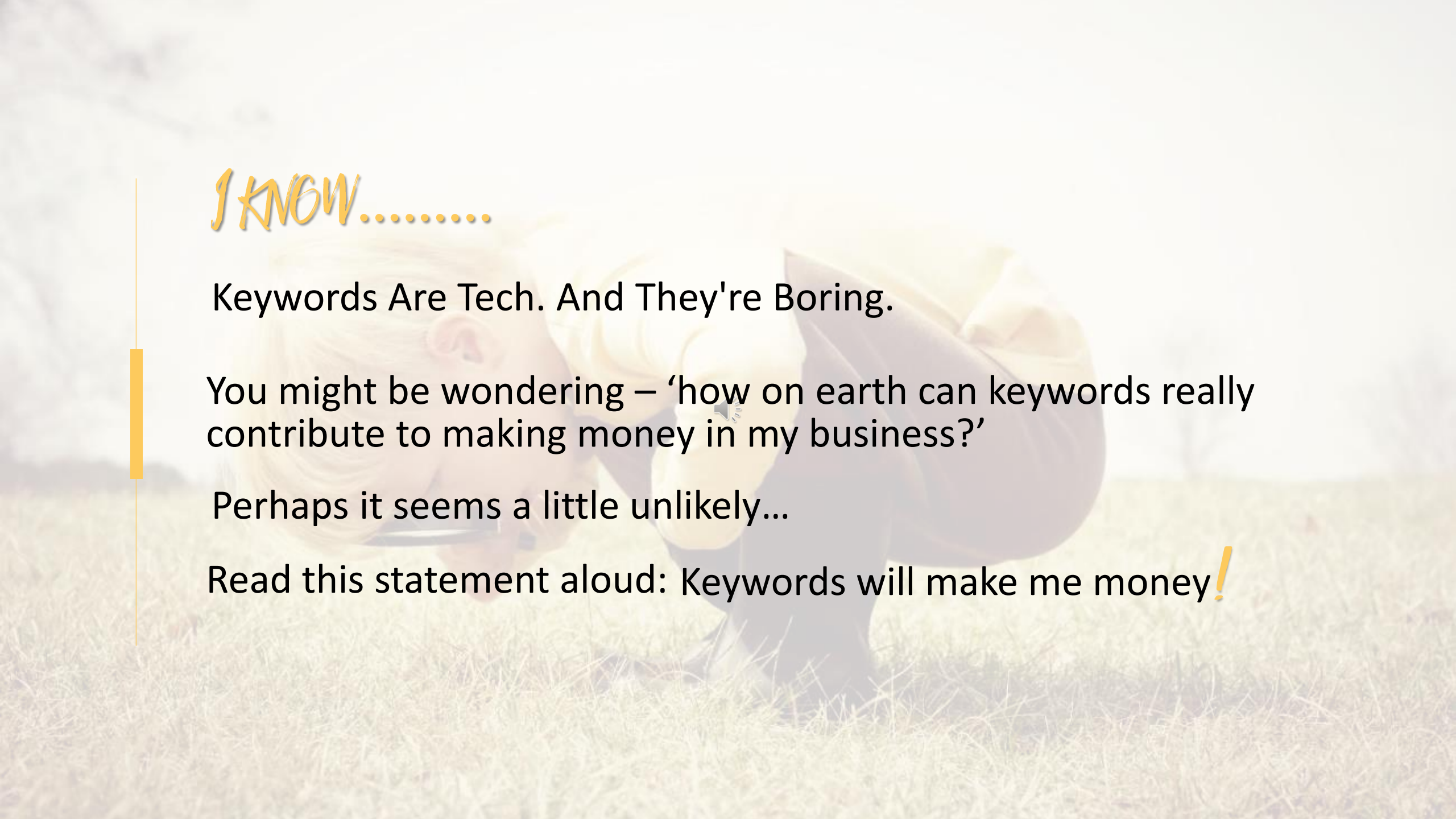


- + use organic (free) search to get more clicks and more traffic
- + use keywords to make you money

WEBSITE SEARCH MAKEOVER

Make the most of free search

- + Find the most important words to use in all of your marketing and communications
- + Keywords can make you money!

A person with blonde hair, wearing a dark jacket, is crouching in a field of tall, dry grass. They are holding a large, light-colored paper bag or sack. The background is a bright, hazy landscape with trees in the distance.

I KNOW.....

Keywords Are Tech. And They're Boring.

You might be wondering – ‘how on earth can keywords really contribute to making money in my business?’

Perhaps it seems a little unlikely...

Read this statement aloud: Keywords will make me money!

REPEAT IT!

KENYAKROS WILL MAKE ME
MONEY!

WHAT YOU WILL LEARN

- + How to find your best keywords for each product or service
- + Google Keyword Planner 
- + Where to use your keywords
- + Case Study
- + SEO – be found. Search engine ranking factors, meta tags
- + SERPs - Convert

WHAT YOU WILL LEARN - Analytics

- + Finding leaks and opportunities
- + Understanding How People Use Your Website – What They Like and What They Don't 
- + The purpose of most websites is conversion
 - + Inquire
 - + Opt-in to a list
 - + Purchase

How's yours working? Analytics can tell you.

CONTENTWRITING COURSE – Who will see what you write?

People who:

- 1 Search and find it – organic search
- 2 Click a link to it – from another website
- 3 Are on your list and receive your emails
- 4 Are on your list and receive your Facebook messages
- 5 Click a social post
- 6 See your ads eg; Facebook or Google
- 7 Know or have saved your domain – direct traffic

Our Content Writing Course is about leveraging 1 and 2.



...up next

Why Do Keywords Matter?

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and more traffic