

Free Leads on Autopilot: Using SEO Content to Get more Clients & Subscribers

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Freebie: [SEO Starter Kit](#)

This presentation will teach you about how to use SEO to get more people on your email list, buying your digital products and into your online course.

You can use your content to get more people into the top of your funnel through SEO - you don't need to constantly be creating new content or putting a lot of time into your social media!

How SEO can fill your funnel



In SEO marketing, you want to get **qualified leads** coming to the top of your funnel - onto your website - and then this will eventually lead to making the sale.

Our goal: if you can accomplish this, you'll spend less time on your marketing and more time serving clients & doing what you love

- Trust that your website can bring you qualified leads instead of needing to constantly go out there and pitching yourself
- Show up in search results so that the right people can find you

What is SEO?

- SEO, or search engine optimization, is the practice of increasing the quantity and quality of traffic to your website through organic search engine results
- This is not PAID ads! You shouldn't need to spend a penny in order to get people clicking on to your site

How Google can help you:

- Everyday there are 5.5 billion searches on Google
- The average person makes 3-4 Google searches daily
- Every year, 15% of searches have never been typed into Google for (we don't always know what's coming down the pipe - Google has new things coming in constantly)
- In 2018, Google updated its search system 3200 times - which averages multiple times per day
- 33% of product searches start on Google!

For those of us running small businesses... it's not just about getting more eyeballs on your website (unless display ads are part of your strategy)

- The goal here is you want to get the RIGHT people on your website
- SEO is **consistent, organic discovery** who are actively looking for your offers...
- It's the job of your website to turn those leads into sales.

Has blogging/content marketing not worked for you in the past?

4 common content marketing mistakes and how to fix them:

1. Problem: Curse of knowledge - you write about what you know, not what your ideal client is searching
 - a. Solution: know your ideal client's problems and position yourself as the solution
2. Your posts are in the past - your posts are outdated within months of posting



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- a. Solution: create evergreen content that is always up to date
- 3. Orphan annie - you don't connect your content to each other to create a path towards a sale
 - a. Solution: start with the end in mind - know what you're selling, to whom and make a journey for your client
- 4. Your call to action is ZZZ - "Join my newsletter for updates" is uninspiring
 - a. Solution: create clear and engaging CTAs

1. Find the questions your customers are asking

- You want to become the answer to people's problems before they even need you
- How can you do this?
- Keyword research - Google shares what people are searching for so you can create answers to questions they're already asking
 - Free tools: Google (related searches, autocomplete, people also ask)
 - Google Trends
 - Answer the public

2. Make sure your content is evergreen & search friendly

- Stop investing all of your time on work that is going to expire
- Ask yourself:
- What will people still search in 5 years?
 - What do people look for every October?
 - What are they shame Googling?
 - How do I want to show up? (What do you want to be found for?)
- Let your hard work appreciate with time, while your workload goes down

3. Start with your offer

Everything should lead to your product or service

- Make it clear what you sell, tell readers what to do next (CTA) and make it easy for them to buy from you

Ask a friend: What is the #1 thing I want you to do when you look at my website?



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The Buyer's Journey:



You want to create content that moves people through this Buyer's Journey

4. Create a clear call to action - a path to purchase

Make sure that your call to action matches where your person is on the Buyer's Journey



Once they get to your website, ask them to take the next steps!

Places to include CTA:

- Homepage above the fold
- Pop up (slide or exist intent) - to avoid Google penalizations, make sure it doesn't pop up in first 20 seconds)
- End of post
- Blog sidebar
- Graphic insert



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If people don't know your freebies exist, they won't go for them!

Primary paths to purchase:

1. Fill out contact form
2. Buy product

Secondary paths to purchase

1. Join email list
2. Follow on social
3. Affiliate product sales



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