

SEO Fundamentals and Research

Presentation By: Zack Barger
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Business Model

Millennial SEO, is an online startup SEO services company **based in Austin, Texas, U.S.** While the demand for SEO services is high in Texas and California, **Millennial SEO would like to expand to other states** in the United States.

Millennial SEO provides an array of services and is **starting to use the Google Ads platform to** try and **increase its customer base**, but it's **growing slower than** the owner Mark had **hoped**.

Keyword Research

Keyword	Searches By Month	Competition	Bid (Low/High)
Technical SEO Guide	100 - 1K	Low	\$5.65/\$20.20
SEO Partner	100 - 1K	Low	\$6.42/\$18.75
Local SEO Solutions	1K - 10K	Low	\$14.00/\$24.57
Local SEO Tool	1K - 10K	Low	\$5.43/\$17.35
SEO Consulting Services	1K - 10K	Low	\$19.00/\$30.00
Search Engine Agency	10 - 100	Low	\$8.64/\$32.13
SEO Focus	10 - 100	Medium	\$1.55/\$17.50
Small Business SEO	1K - 10K	Medium	\$12.56/\$31.06
SEO For Small Business	1K - 10K	Medium	\$12.56/\$31.07
Affordable SEO Companies	100 - 1K	Low	\$15.00/\$36.16

Keyword Research Count.

Local Search Engine Marketing		100 - 1K	Low	\$11.51/\$25.00
Affordable SEO Services		1K - 10K	Low	\$12.67/\$26.62
Affordable SEO Company		100 - 1K	Low	\$15.00/\$36.16
Affordable Local SEO Services		100 - 1K	Low	\$13.18/\$34.09
Freelance SEO Consultant		100 - 1K	Low	\$11.74/\$40.50
Professional SEO Consultant		100 - 1K	Low	\$13.20/\$30.60
Freelance SEO Specialist		10 - 100	High	\$11.17/\$44.37
SEO Freelancer Near Me		10 - 100	High	\$9.37/\$31.27
SEO Link Building		1K - 10K	Low	\$6.42/\$24.88
Link Building Strategies		100 - 1K	Low	\$4.80/\$25.64

Keyword Reasoning

- Many keywords have **low competition and moderate numbers of searches** per month
 - Potential for growth
- Most **bids are fairly priced** even when considering higher-end bids
 - Three keywords have expensive, high-end bids
- These factors **will allow for a larger customer reach**
 - Business prospects/Sales
- Ability to have **some ROI with most keywords**

Campaign Analysis

Based on the campaign that was run for Millennial SEO, a new SEO services company, the following was found:

- **Males clicked** on Millennial SEO ads **80% more often than females**
- Most **ad traffic occurred in cities highly involved in tech** (San Francisco, CA and Austin, TX)
- **Several “low” competition keywords were ineffective**
- More **ad clicks occurred on Mondays and Thursdays**, than any other day of the week

Potential Campaign and SEO Improvements

Mark may want to consider the following options to improve Millennial SEO:

- **Review** current **keywords used**
 - Remove ineffective keywords
 - Use negative keyword Google Ads feature
 - Stop paying for “low” click keywords and use that money to promote more popular keywords
- **Use** Google Ads **demographics function**
 - Try to determine traffic flow based on gender and make adjustments
 - Try to determine traffic flow for days and times during the week and make adjustments
- **Determine the best ways to advertise** or draw in **customers from other states**
 - Use Google Ads location feature to determine which states have growth potential

Future Google Merchant Options

ID	Title	Description	Google Product Category	Price	Sale Price	GTIN
7881	Consulting Service	General Consulting For Business Needs	Consulting	\$55/hr	Price x # of hrs	1234
7882	Web Design	Designing A Company/Business Website	Web Design	\$65/hr	Price x # of hrs	5678
7883	Internet Marketing	Digital Marketing On Various Websites	Marketing	\$75/hr	Price x # of hrs	9978
7884	Social Media Marketing	Brand Awareness On Social Channels	Social Media	\$80/hr	Price x # of hrs	9968
7885	Business Advertising	Non Digital (Print Advertising)	Advertising	\$75/hr	Price x # of hrs	7125

Conclusion

Based on the information presented herein and during the sessions this week, the following can be concluded:

- Mark -
 - **Needs to review the improvements** I suggested and **see if the changes reach a new and bigger customer base**
 - Invest in **additional SEO and Google Ads training**; **consider certifications**
- Me (Personally) -
 - **Explore SEO and Google Ads more** on my own time
 - **Consider taking additional courses online** that cover SEO and Google Ads
 - **Consider** becoming **Google Ads certified**