

**MAKE TRAFFIC HAPPEN**



# SEO

## THE EASY WAY

**THE COMPLETE SEO STRATEGY  
FOR BLOGGERS**

BY LAURA LYNCH

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## Introduction

For many bloggers, SEO is that thing you always promise yourself you'll dig into one day, just not now. I was like that too. I put it off for more than two years, hoping my blog would miraculously grow on its own, without SEO. Guess what? It didn't.

I had to get serious about SEO before my traffic exploded beyond what social media alone could do for it. I realize now that not performing any SEO on my site was severely limiting my blog's potential.

What if you could double or even triple the traffic you currently have? Would that be worth putting a little extra time into your SEO efforts?

I'm sure your answer to that is yes or you wouldn't have bought this guide. I truly believe that anyone can learn how to use SEO to their advantage. It's just about understanding the concepts, and taking the time to implement them.

Maybe that means you read through this guide and use the corresponding workbook to implement everything you've learned right away. Or maybe that means taking it one piece at a time, implementing what you can now, and following through on the rest as time permits.

Whichever way you choose to tackle SEO, I'm excited that you've taken this first step to improving your SEO skills, because I know your blog will benefit from it. You should be excited too, because you've just opened the floodgates of traffic to your blog.

This guide will save you a lot of wasted time and energy, by helping you expand your knowledge and begin to implement the same easy SEO strategy that I now use to rank on the first page of Google with almost every article I write.

I understand that you might not feel ready to tackle this huge hurdle, but it doesn't have to be all or nothing. You can take small bites, and eventually you'll have finished the whole thing.

If you stick with it, this strategy will give you a powerful advantage over other bloggers who, like me, put off SEO for far too long.

## What You Will Learn

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In this guide, you will learn:

- How to optimize your writing for search engines
- How to research and find high-value target keywords
- How to implement both on-page and off-page SEO tactics
- How to evaluate and improve aspects of your site's technical SEO

When you've completed the book, you'll have all the knowledge necessary to please the search engines, rank higher for every post you write, and open the flood gates of traffic to your site.

The bonus workbook is where the rubber meets the road. The workbook will take you step-by-step through implementing the strategy, with fillable fields and check

lists so you can keep track of your progress and not miss a single important step. If you've been struggling to turn your SEO knowledge into action, the workbook is an absolutely must.

It's going to take time and dedication to improve your ranking in the search results, but I guarantee you are capable of doing it, and **it is worth it**.

The key to your success with this guide is simply not to put SEO off any longer. You can apply these simple principles and see immediate results.

The bottom line is: Stick with it and you will be successful!

## A Little About Me



Let me start off by saying that I don't consider myself a master of SEO. I am a full-time travel blogger, which as you know, means I am a jack of all trades. I've been working on my travel blog, [Savored Journeys](#), since 2014, and I've added two other sites to my portfolio since then.

I started blogging with a hope and a prayer that my blog would be successful. Even though I knew nothing at all about SEO, or many of the other skills you must have as a blogger. Can you relate to that?

Well, the good news is that I eventually figured all of that stuff out, and I now consider my blog quite successful. But, I would have gotten where I am now a lot faster, and wasted a lot less time on trial and error, if I had known a little more about search engine optimization, and had implemented it on my blog sooner.

Once I decided to finally stop putting SEO on the back burner, my page views increased exponentially, and practically overnight. In just one month, I had a 63% increase in organic search traffic.

Don't believe me? Here's the proof.

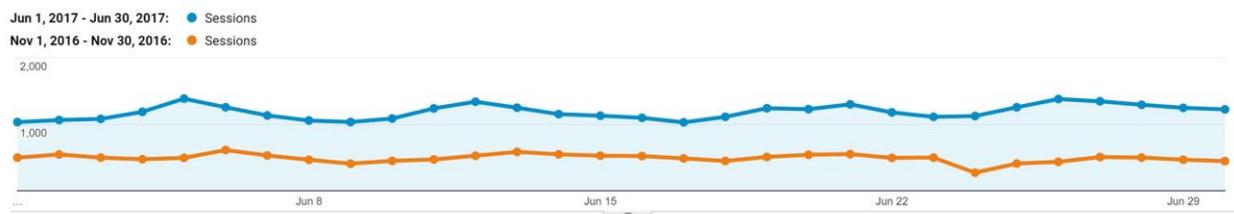


How did I do it? I spent weeks learning about SEO, trying things out and adjusting them until I had a strategy that worked.

I then implemented that strategy on just 30 of the 300+ blog posts I already had, and it paid off big time.

In just 6 months, my traffic increased from 50k to over 100k pageviews per month.

My site had a 143% increase in sessions from **search traffic** alone in just 6 months. And it hasn't stopped there. Every month it increases even more.



That increase in traffic was all I needed to take my blog from a hobby to a full-time business. My income went through the roof and I was able to leave my job and start blogging full-time.

If this sounds like something you want for yourself, then I want to share with you my complete SEO strategy, so you can find the success I found.

There are many ways to learn and implement SEO. Everyone has their opinions and methods. I may not be a famous SEO guru, but I do know that my strategy works.

That's the main reason why I, along with my friend and colleague, Gemma Armit of Two Scots Abroad, started an SEO community called Make Traffic Happen. We want to help you learn how to bring traffic to your site, the easy way!

[Join us on Facebook.](#)

## What is SEO?

Search engines (like Google, Bing and Yahoo) are constantly working to improve their way of determining which content on the internet is worthy of receiving more views. They use their own highly customized algorithms to rank content based on relevancy, quality, and ability to accurately meet the expectations of the searcher.

Search engine optimization is the process of applying one or more of these techniques that have been identified by experts as integral to the algorithm used by search engines.

The better you've optimized your site for those search engines, the more traffic they will send you. This is traffic you don't have to drum up yourself by posting constantly on social media, or beg for from family and friends. It just flows in without your involvement.

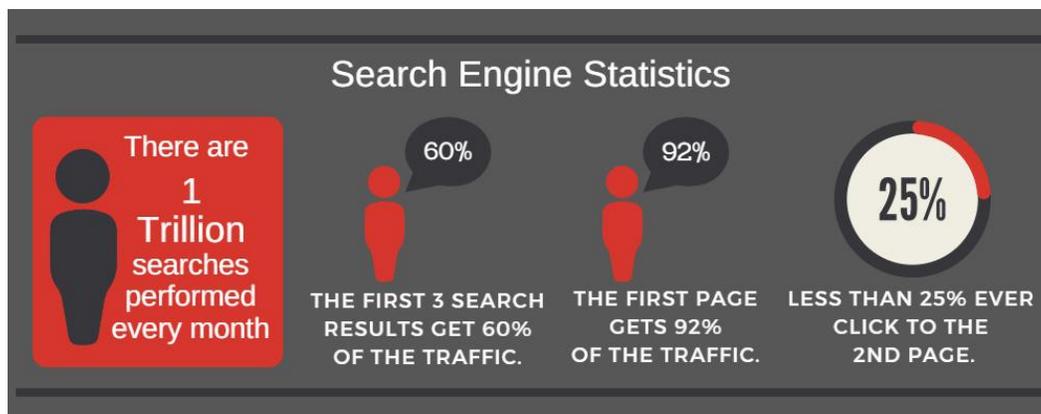
While it is possible for your blog to live on social media and direct referrals alone, it won't be an easy battle, and it won't ever be as consistent, or free, as search engine traffic can be.

Thus, it's well worth your time to optimize your content.

## Why You Need SEO

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There are more than 3.5 billion online searches performed every day. That's a lot of people looking for an answer to something. If you can get your site listed in the first 3 results on the page, you'll have a good shot at attracting those people to your answer.



According to a study by Advanced Web Rankings, the webpage in the first position on a search engine results page (SERP) receives a 27% click through rate, while the webpage listed third receives only 8.8%. Want to know the click through rate for the 11th position (top of the second page)? Less than 1%<sup>i</sup>.

A study done by online ad network Chitika, shows that nearly 60% of search traffic goes to the first 3 results; 91.5% of traffic goes to the first page of results.<sup>ii</sup>

Search is the #1 driver of traffic to content sites, beating social media by more than 300%<sup>iii</sup>.

Being in the first three results, or even within the first page, gives your site more authority and visibility, more click throughs, and a larger potential audience. But you won't just land there by chance. It takes good SEO to get and to stay there.

There are many factors that play a role in where you rank in the SERPs. While you cannot control the search engine's algorithm (they keep their secrets well guarded), you do have control over the optimization of your own blog.

## Your New SEO Strategy

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In order to have the best shot at ranking on the first page, you need to set yourself up with a strategy that covers as many of the top-ranking factors as you can.

I understand that there are a lot of differing opinions and SEO strategies out there. Please understand that these are my recommendations, based on my own extensive research and experimentation. You are free to change and adjust them as you see fit.

Keep in mind that one step without the other is not a strategy. You need them all to be truly successful. So, I encourage you to continue through each of the sections in order to fully understand and implement the complete strategy.

What exactly is the complete strategy?

It's a five-step strategy that will make your site and your content completely optimized for search engines.

- **Step One:** Create great content
- **Step Two:** Find and use great keywords
- **Step Three:** Integrate on-page SEO signals into your content
- **Step Four:** Improve your off-page SEO efforts
- **Step Five:** Adjust the technical aspect of your site