

SEO 101+

Plus Using ChatGPT

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What is SEO?

Creating Web Content with Specific Goals

1



VISIBILITY

Your pages appear on page 1 of a SERP

2



CLICK OPTIMIZATION

Maximize percentage of Impressions to clicks

3



MATCH CONTENT

Deliver content matched to searcher's needs

4



CRO

Optimize rate of conversion onsite



Why SEO?

Organic Traffic is Earned vs. Bought

	B2C	B2B	
SEO	2.1%	2.6%	Advantage: Earned
SEM / PPC	1.2%	1.5%	Advantage: Instant
Email Marketing	2.8%	2.4%	The Other "Earned"
Organic Social	2.4%	1.7%	
Paid Social	2.1%	0.9%	
Display Ads	0.7%	0.3%	Use with Care

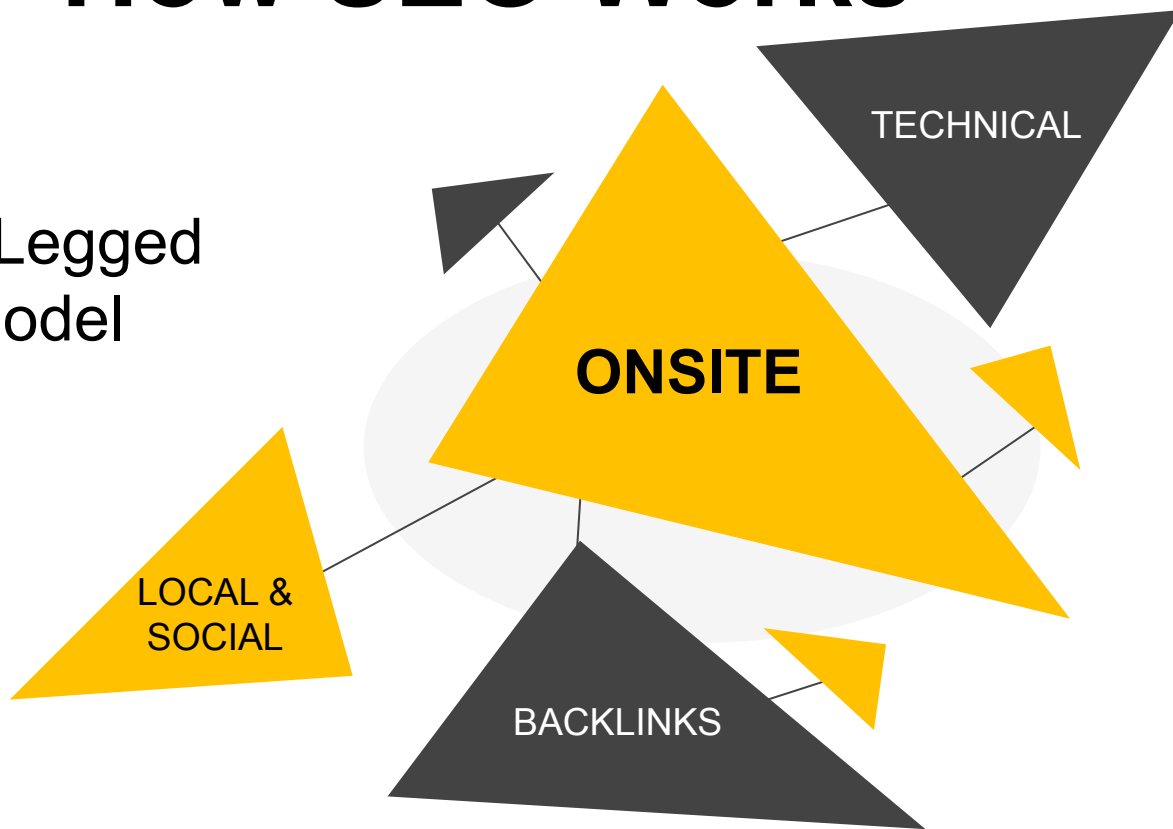
Green indicates my experience is that the rate is higher than these numbers.

Red indicates the rate is lower than these numbers in my experience.

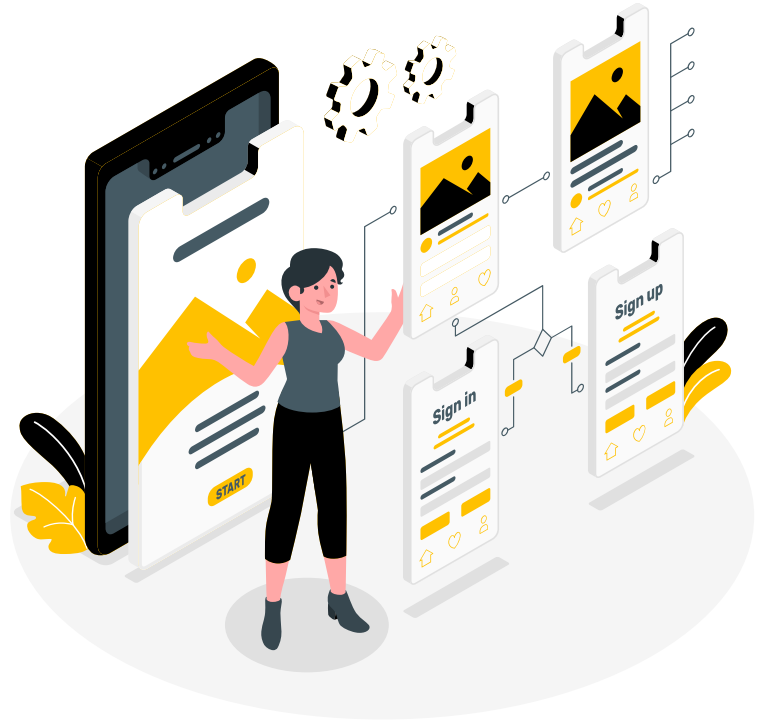
Percentages are relative effectivity of the channel.

How SEO Works

The Multi-Legged
Stool Model

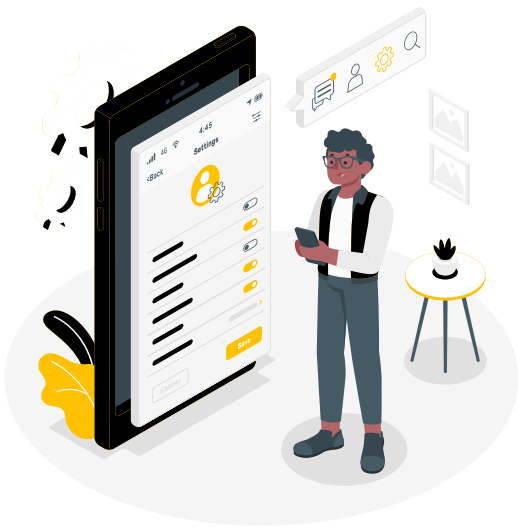


Black Hat



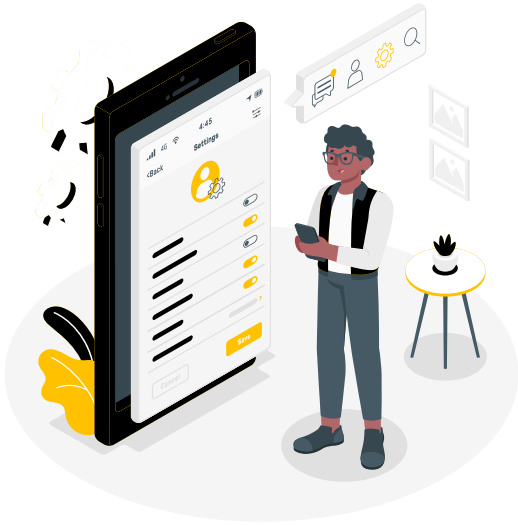
Just Don't!

Results vs. Activity



The broader the slice of the pyramid, the more bang you'll get for your work.

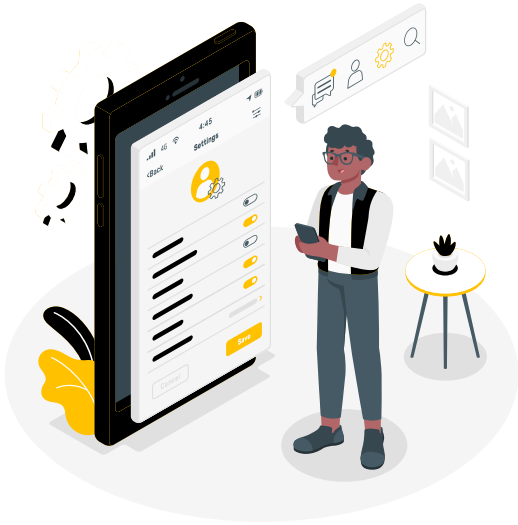
Leg 1: Onsite SEO | Keywords



1. Keyword Research is Where Everything Starts

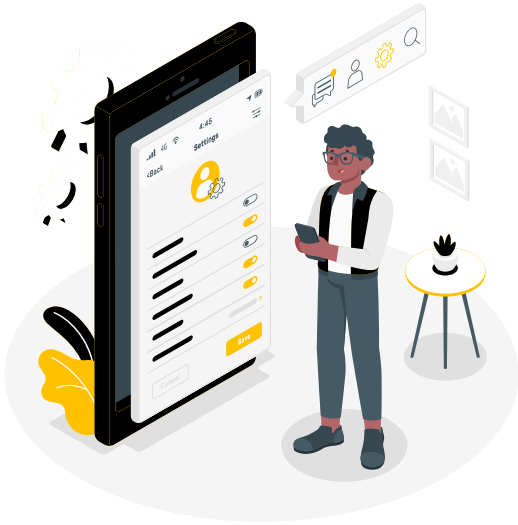
- a. Google's SERP
- b. MOZ keyword explorer
- c. SEMRush keyword generator
- d. Keyword relevancy (SEMRush Intent & Google SERP)
- e. Homepages and ranking for multiple keywords

Leg 1: Onsite SEO | New vs. Existing



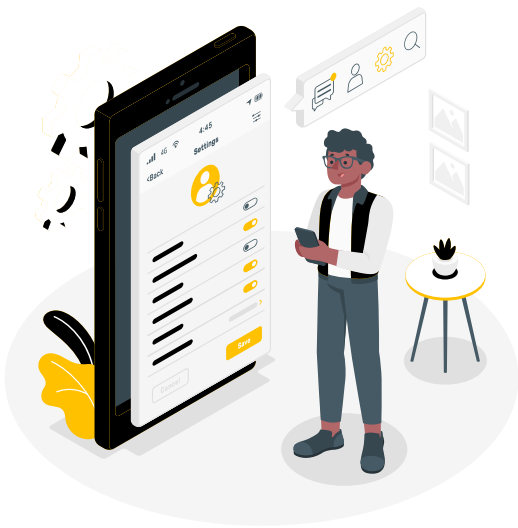
1. When to optimize existing pages
 - a. When Google already ranks your keyword high
2. When to create new pages
 - a. When you don't have content on site for a keyword

Leg 1: Onsite SEO | Sitemaps & H2s



1. Sitemaps for machines and people+machines
 - a. Have both on your site
2. Optimizing single pages for multiple keywords
 - a. Use sparingly
 - b. Use H2s for secondary keywords

Quick SEO (for each keyword)



1. Determine the best page for each keyword
2. Website text ratio should be at least 15% versus html
3. Keyword should be RELEVANT and be:
 - a. The first word in page title and meta description
 - b. Contained in the h1 heading
 - c. Contained in at least 1 alt text tag
 - d. Exist as 1-2% of the words of the text on the page.
4. Bonus Points:
 - a. keyword appears as link text elsewhere in site or web
 - b. keyword is part of the page url (ie /farm-fresh-eggs)
 - c. keyword is part of the names of images (ie eggs.jpg)

SEO Tools



SEO ROI

[SEMRush ROI Article](#)

Term	Relevancy	Searches/Month		
overhead crane	5	2900	47400	Searches PER YEAR
overhead crane for sale	5	200	2370	SEO Impressions
overhead crane hoist	5	200	2%	Click Through Rate
overhead crane design	5	50	2%	Conversion Rate
overhead cranes and hoists	5	50	47	New Leads
overhead crane pictures	5	50		
overhead cranes	5	500		

Other Onsite SEO

Acrobat Pro

Seed keywords in name of PDF, and meta data under document properties.

Ensure Fast Web View = Yes.



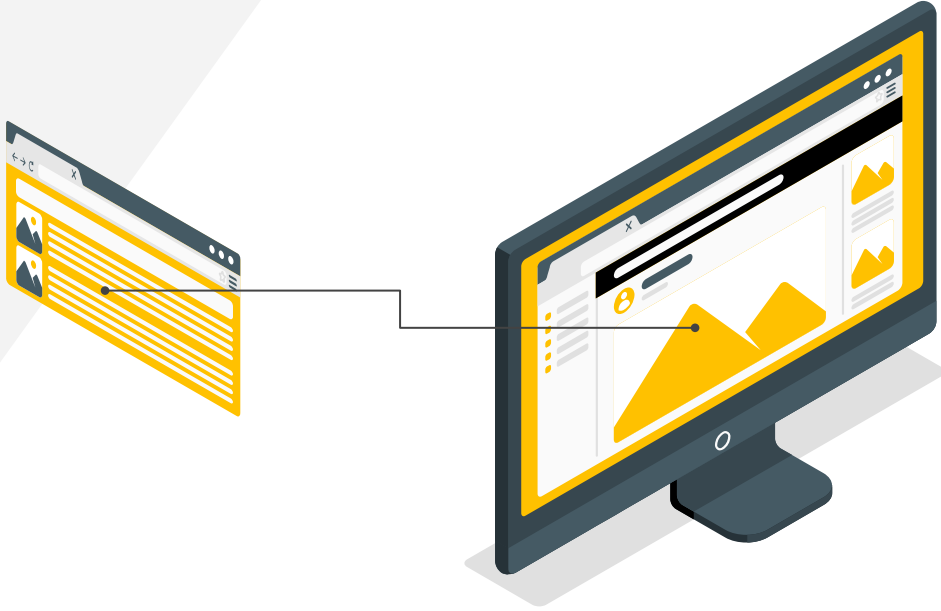
PDFs

Videos

Youtube Channel

Spend time on name, description and text on channel and each video, adding relevant keywords.

Leg 2: Offsite SEO



Authority & Backlinks

Good

Sites related to yours. (content, subject)
Sites with high Authority (higher than yours)

Bad

Spammy sites.
Sites with lower Authority (lower than yours)

Leg 3: Technical SEO

Scan.Fix.Repeat.



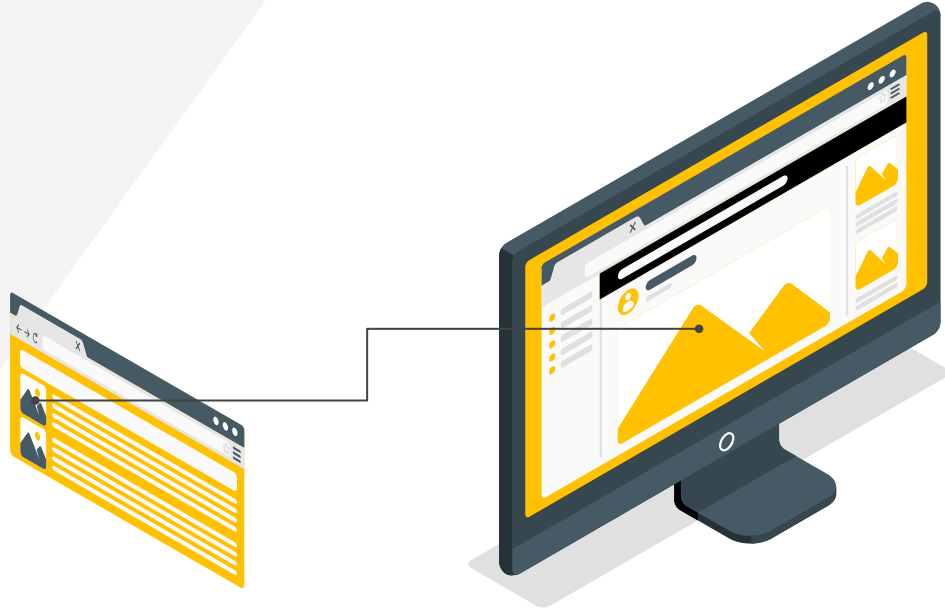
Redirects and Errors

- Redirects (especially multiples)
- 301 versus 302 redirects
- 404 file not found errors
- Site Maps and Robots.txt
- Site crawl settings
- HTTPS
- No index No Follow tags

Content

- Missing meta descriptions and headings
- Duplicate content

Leg 4: Local SEO



Google My Business

Apple Maps/Google Maps

TomTom/Bing/Facebook (and more)

Use Moz Local or SEMRush

- Update listings in the tool
- The tool keeps them all up to date

Ready to Get Fancy?

Reputation.com

- Social listening
- Change suggestion notifications
- Post to many platforms
- Respond from platform
- See your reputation score (IE NPS)

ChatGPT for SEO

Choosing a tool

- ChatGPT
- Gemini
- Anthropic Claude

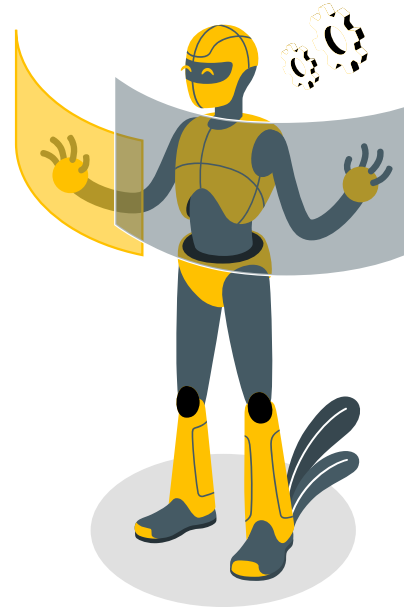
Prompt writing skills/techniques

Prompt libraries - IE:

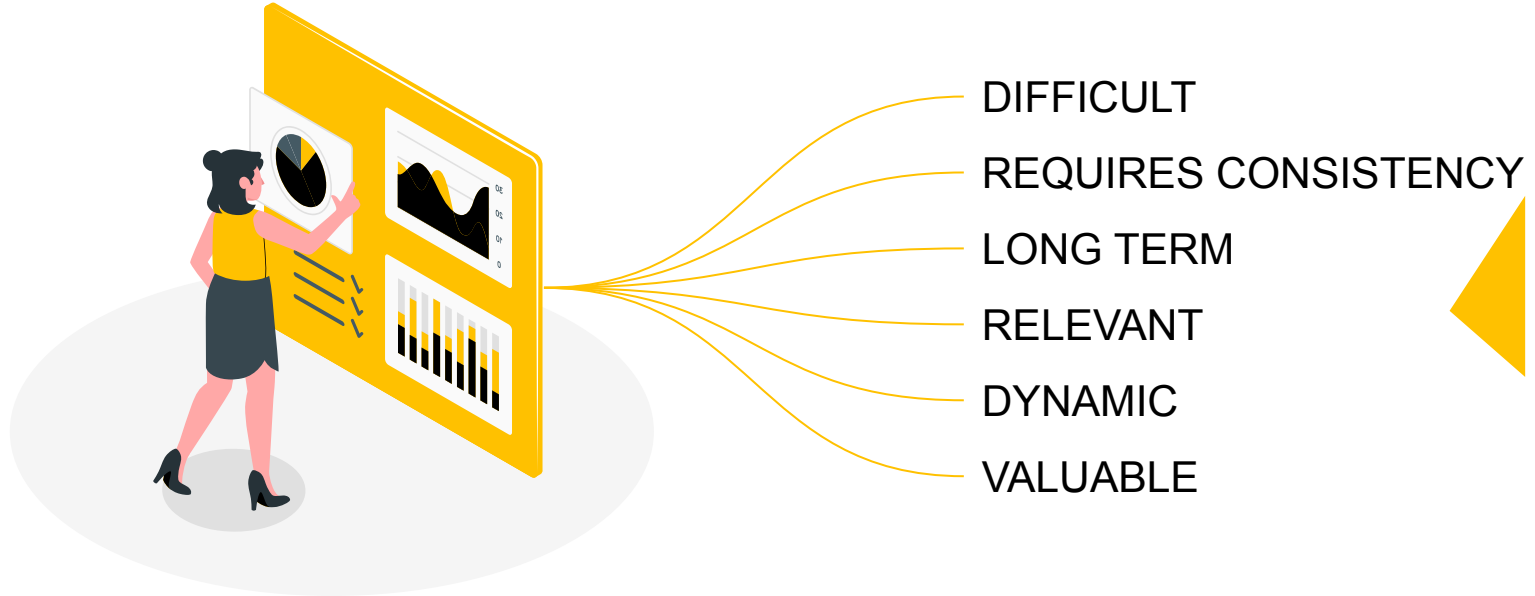
- Write in a brand voice with details
- Write ads with X,Y,Z specs

Process

- Prompt/refine/edit
- Make work your own

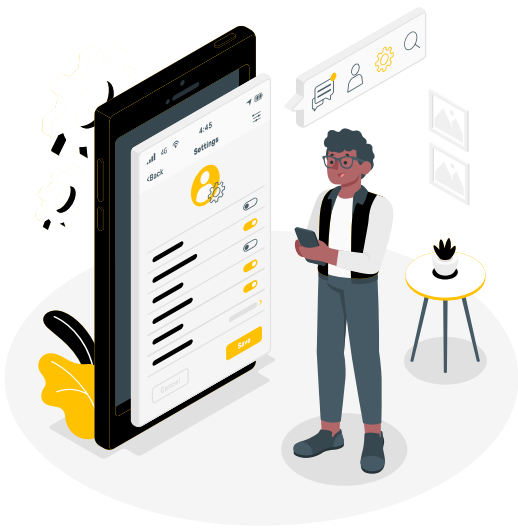


SEO Takeaways



Resources

1. [SEMRush ROI Article](#)
2. [MOZ Beginner's Guide to SEO](#)
3. [A Strange and Incredibly Valuable Link Checker \(XENU\)](#)
4. [Ahrefs Keyword Tool](#)
5. [Screaming Frog Site Scanner](#)
6. [Moz Keyword Tool](#)
7. [Moz Link Tool](#)
8. [SEMRush Keyword Magic](#)
9. [SEMRush Content Template Creator](#)
10. [kidriverstudio.com/ai](#)



Thanks

Ric Jones

kidriverstudio.com

Questions?

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