

SHY THOUGHTS TO SAVAGE CONTENT



INS AND OUTS OF SEO

[HTTP://WWW.ACHIEVEHERPERFECTION.COM](http://www.achievehisperfection.com)

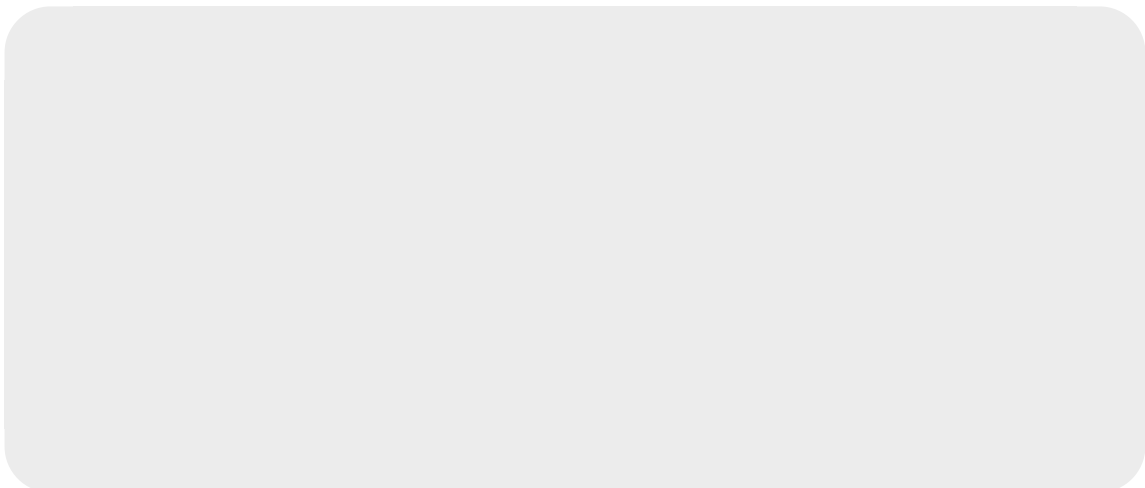
*"When you want
to succeed as bad
as you want to
breathe, then
you'll be
successful." —Eric
Thomas*

KEY WORD WEB

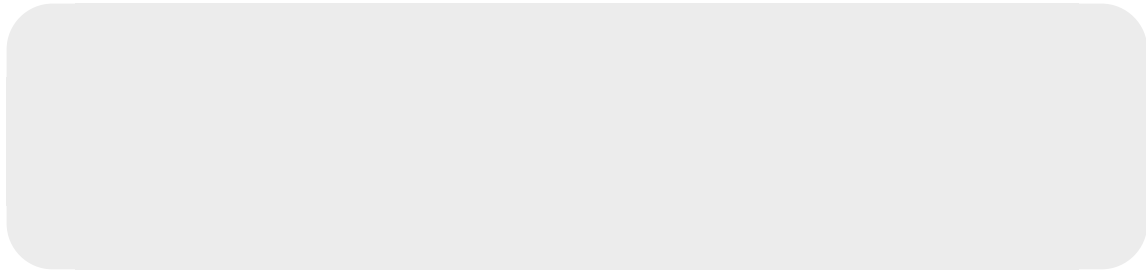


Get a blank piece of paper and try to create your own Key Word Web.

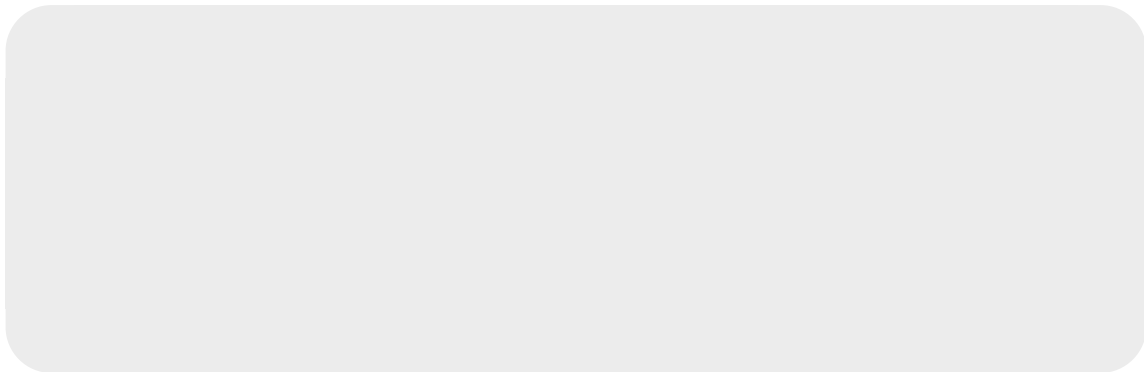
What are my anchor key words?



What resources can I make with my anchors?



How will my start here page be designed?




Example of start here page:

Start Here

If you're like most of my readers, you're a successful, high-achiever. You are committed to winning at work, and—equally important—succeeding at life. You strive to grow, get better, and reach your potential. You want to leave a lasting impact on your world.

But something keeps getting in the way: There just seems to be too much to do and too little time. Maybe you feel like this reader:

 I feel overwhelmed. No matter what I'm doing, I feel like I should be doing something else. When I'm traveling for work, I am missing my daughter's soccer game. When I make the game, I can hardly resist the impulse to pull my phone out of my pocket and check my email. I constantly wonder if I'm missing something important at work.

Does This Sound Like You?

Be honest:

- Do you feel like life is coming at you faster than you can manage it?
- Do you fear the important things are falling through the cracks?
- Do you worry that what seemed temporary has now becoming permanent?

My Goal in Writing This Blog

Through my blog and podcast, my mission is to give you the clarity, courage, and commitment you need to succeed—at work and in life. From practical tools to accomplish your dreams and goals, to strategies for personal growth and development, to an intentional path to greater influence and contribution, my goal is to empower you to do what matters most.

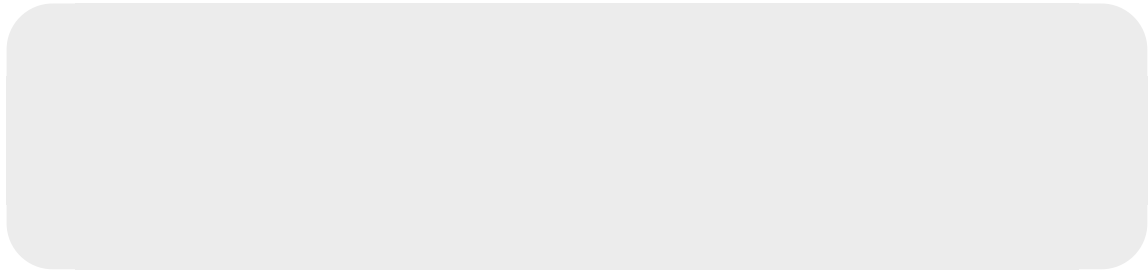
If you're new to my site (and you likely wouldn't be on this page if you weren't), here are some of my most popular posts in each category.

My Most Popular Posts

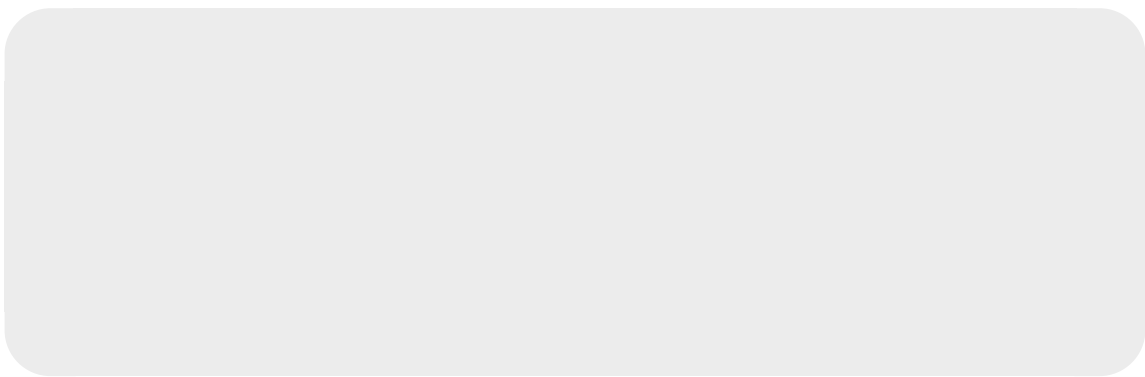
PERSONAL DEVELOPMENT

- [The Difference Between Trying and Doing](#)
- [How a Shift in Your Vocabulary Can Instantly Change Your Attitude](#)
- [7 Steps to Becoming a Happy Person Others Want to Be Around](#)

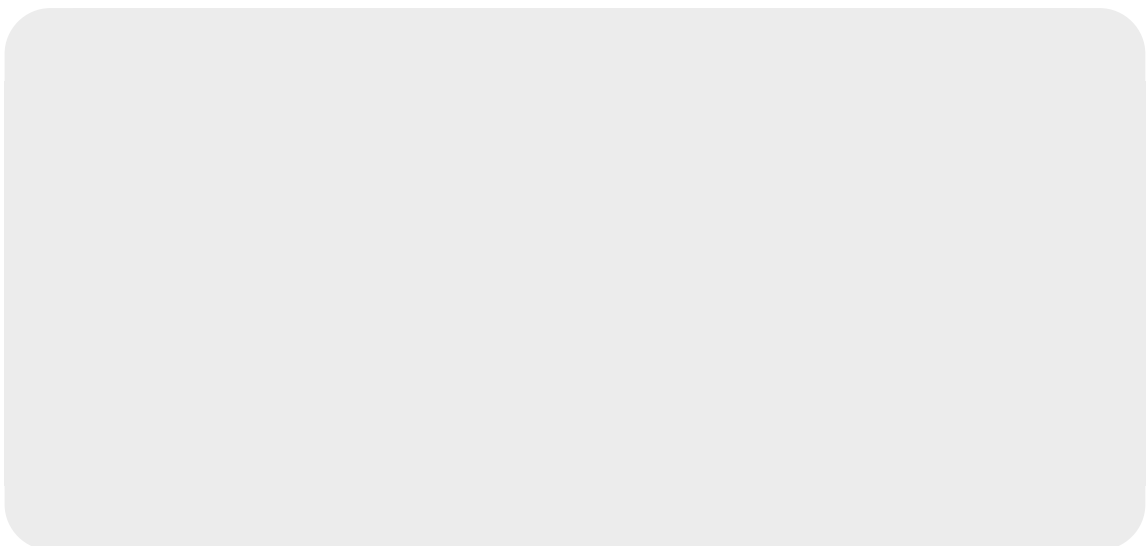
What topics will my start here page cover?



What are my best post that I can include on my start here page?



What will my long tail keywords be for my start here page?



Remember to add my keywords to my headline, headers & body, URL and meta description

ADDITIONAL TIPS

Use Google's Search Console

Google's free Search Console contains a section called the Search Analytics Report.

This report helps you analyze clicks from Google Search, and it's useful to determine which keywords people are using to find your blog content. You can also use....

[Moz](#)

[Buzzsumo](#)

Optimize Your Images

Include images that help explain your content and are visually pleasing.

Search engines find pictures based upon alt text.

If you are using a picture related to your blog post be sure to change the alt description from "img6454" to something like "Perfect-Fall-Hat"

Make use of Applications

There are several applications that will allow you to put your content into their editor and it will SEO optimize your content and provide tips for optimization. Some of the Apps I have used are

[AppSumo](#)

[Yoast SEO](#)

LOAD TIMES

It's always wise to run a page loading diagnostic on your blog just to see how long it takes for your blog to load. Use the website below to get a page grade and then bring that score to the next session. We will figure out how to increase your page score.

[Pingdom](#)