Module 3:
True SEO Research

Find what needs to be done and what competitors are doing.

See where you're at, so you can make a plan of where to go.

Tools for research:

Backlinks

Check backlinks for your site and your biggest competition. Free sites

https://ahrefs.com/backlink-checker or https://moz.com/link-explorer

Look for spam links. This is a BIG SEO KILLER. These are links from sites that you can tell have little value. Also, sites that involve gambling or the adult industry or foreign languages. Put these on alert.

Where are your links going to? You should have quality links to each of your most important pages. The anchor text should NOT all be the same.

CAUTION: For example, the anchor text is the text in the clickable phrase.

Usually anchor text is highlighted in blue. Common anchor text is "Cleaning Service Cityname" (ie. Carpet Cleaning Atlanta). It's good to use that phrase as anchor text, but do NOT use that phrase in every single one of your links. These links need to be natural.

Some of the phrases should be www.Yourwebsite.com and some should be your company name, while others variations of your main keyword phrase, like Cleaning Company or Carpet Cleaning Tips.

It's possible you have had negative SEO or bad SEO from the past that have created these links. However, you can't stop links coming into your site, so some of this does happen naturally.

Google Disavow Tool

If you have really bad links or any link you really don't want to show up, use this tool from Google to disavow that link so you're not penalized

Don't go crazy with this. Only use it in extreme situations.

Just log into your Google profile and then go to this link. Put the bad, spam link into the Google tool at the link below.

https://www.google.com/webmasters/tools/disavow-links-main

Site Links On Google

This will show you all the pages on your site that Google sees. Go to the Google search and put in "Site:domain.com" (no spaces, no www, no http://) and then put keywords in back of the domain. For example, enter something like this into the Google search site:yoursite.com cleaning cityname (space after site).

Google Analytics

Set up your Google Analytics here. http://www.google.com/analytics and then check http://www.GAchecker.com for missing analytics code and to see if your code is working properly.

Check your website speed

Check your site speed is important! Check speed at https://gtmetrix.com

Monitor your outgoing links

Don't allow your outgoing links to be too many or have them go to broken or bad websites. Don't allow your outgoing links to be too many like these.

https://bluejaycarpetcleaning.com/resources or

http://www.boisecarpetcleaner.com/carpet_links.htm

Check Duplicate Text

No duplicate or "borrowed" text should be on your website. Use the site www.Copyscape.com to check.

Google Webmaster Tools

Don't hang on every word Google says, but use this tool to know if you have a penalty from Google or a 301 redirect error. Google webmaster or Search Console tools for click rates, stats, and issues.

View your feedback regularly or get email alerts to severe problems.

https://www.google.com/webmasters

Look at Your Competitor's Website

Check the highest ranking sites in your area and in big cities. Look for the number pages they use, the names of the pages, how the pages are linked together, etc.

Use the same tools mentioned here to look at what your competition is doing and where they get links.

All you need to do is create more quality links, more quality pages, and do it in a more attractive manner and you'll outrank them.
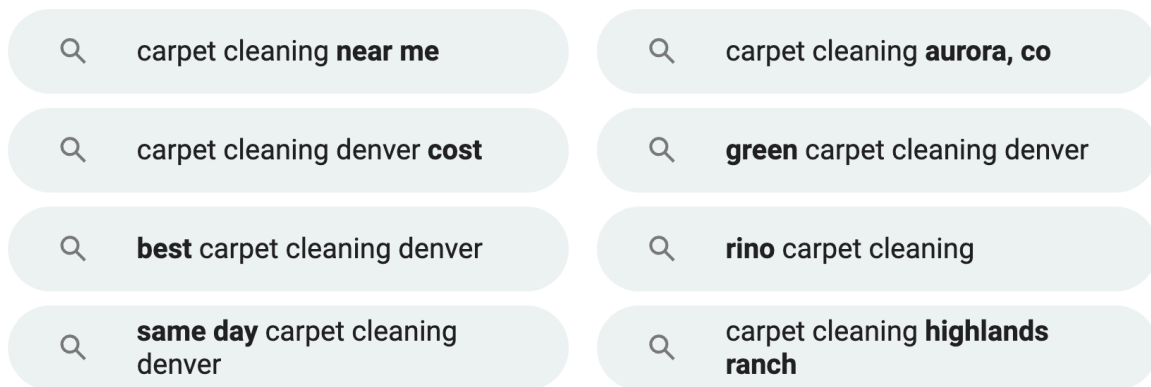
Keyword Research Put Into Action

For the most part, the keywords are going to be your service and the city name. However, there are variations you may want to check. Just BE CAREFUL not to use too many keywords that are intended for people purchasing products like spot remover, carpet, flooring, etc. A few are fine, but don't spend tons of time getting ranked for keywords related to do-it-yourselfers, and people looking to buy cleaning products like vacuums, steam cleaners, etc.

Use https://ahrefs.com/keyword-generator or https://www.wordtracker.com

You can use the Google Keyword Planner tool also, but keep in mind it's primarily to help with Google ads keywords. Nonetheless, it can help guide for SEO tool. https://ads.google.com/home/tools/keyword-planner

Also search your keyword phrase and see "Searches related" at the bottom of the Google search.

Q carpet cleaning **near me**	Q carpet cleaning **aurora, co**
Q carpet cleaning denver **cost**	Q **green** carpet cleaning denver
Q **best** carpet cleaning denver	Q **rino** carpet cleaning
Q **same day** carpet cleaning denver	Q carpet cleaning **highlands ranch**

Goooooooogle ›

1 2 3 4 5 6 7 8 9   Next

Common keyword phrases: carpet cleaning cityname, carpet cleaners cityname, water restoration cityname, maid service cityname, janitor cityname, tile cleaning cityname, carpet cleaning near me, cleaning near me, etc.

NOTE: Keep in mind that all of these terms are also searched without the city name in the phrase.