



PATHOS MARKETING

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Mike's Quick Start

Search Engine Optimization

Core Objectives

1. Promote Visibility
2. Promote Engagement
3. Promote Interaction

Core Strategies

1. Ensure the website can be crawled by search engines.
2. Provide content that resolves your target market's problems.
3. Direct visitors to take action and become your customers.

Core Plan

Phase 1: Strong Foundation

Ensure that search engines can crawl and index your website efficiently. Eliminate barriers to access and minimize page load times.

Phase 2: Early Wins

Identify lower-competition searches you can target. Gain traction and produce returns sooner with higher intent long-tail searches.

Phase 3: Progressing Gains

Publish supporting content and material to target important and higher-competition searches. Provide a superior experience that provides more value than your competitors.

Phase 4: Realizing Returns

Deploy calls-to-action across the design and within content to capture visitor interaction. Design content that leads visitors to become customers.

SEO Audit Checklist

Visibility

- ☐ robots.txt
- ☐ meta robots declarations
- ☐ server response codes
- ☐ page load times

Engagement

- ☐ page titles
- ☐ page meta descriptions
- ☐ page headings
- ☐ structured data

Interaction

- ☐ calls-to-action present in design
- ☐ calls-to-action present & relevant in content
- ☐ content provokes an emotional response
- ☐ content provides a path to resolution

How To Optimize Content

Page Title

Use to identify page primary topic and subjects discussed. Use important keywords towards beginning and keep it short.

Meta Description

Quickly summarize the page and use the messaging to encourage searchers to click on your link the results.

Page Headings

H1: only 1 per page, use primary topic keyword used in searches.

H2: use supporting subject keywords.

H3-H6: use to organize content and structure the page.