

EVERYTHING SEO



BRANDREFINED BY ELEVAULT.

WELCOME

To The Everything SEO Bundle

SEO can feel like a mystery. The truth is, search engine optimization isn't reserved for tech experts or giant corporations. It's for anyone who wants their business to be found online.

This workbook breaks down SEO into simple, actionable steps that anyone can follow. From understanding the basics of how search engines work to creating content that ranks and building high-quality backlinks, you'll leave with a full roadmap to improve your visibility and connect with your ideal audience.

Think of this as your go-to SEO playbook. It's not about tricks or hacks, it's about building a sustainable, long-term strategy that works. So grab a pen, open your laptop, and dive in. The more you use and apply these tools, the faster you'll see results in your search rankings, website traffic, and conversions.

Here's What You'll Learn

- ✓ Understand how search engines work and why SEO is critical for business growth.
- ✓ Break down the behind-the-scenes elements that help your site run smoothly and rank higher.
- ✓ Build authority with a practical guide to link-building strategies and outreach.
- ✓ Use practical tools to apply what you learn and track your results step by step.

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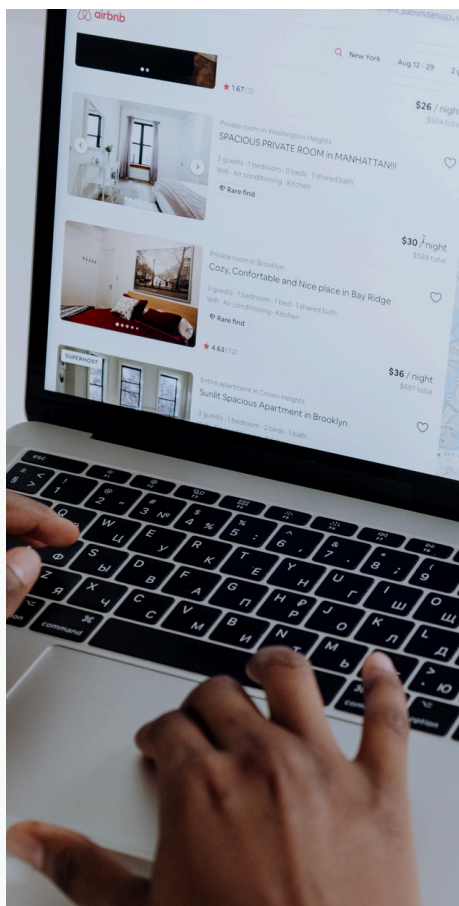
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CHAPTER 1

SEARCH ENGINE

OPTIMIZATION 101





Search Engine Optimization – What It Is and Why It Matters

The beauty of SEO is that it levels the playing field. You don't need to have the biggest budget or be a household name to show up in search results.

What you do need is a clear strategy and a little consistency. Done well, SEO allows you to connect with your ideal customers at the exact moment they're looking for you — and that's powerful. Best of all, those results compound over time, building long-term visibility and trust.

If you've ever heard the word SEO tossed around in a meeting and thought, "That sounds complicated," you're not alone. Search Engine Optimization can feel like one of those buzzwords reserved for marketing experts, but the truth is, it's simply about helping people find you online. Imagine your business is a shop tucked away on a quiet side street. SEO is the process of putting up signs, maps, and directions so that when someone is searching for what you sell, they can walk straight to your door.

In this chapter, we're going to strip away the jargon and get to the heart of SEO. You'll learn what it is, how it works, and why it matters for your business.

1. What Is SEO, Really?

SEO stands for Search Engine Optimization. At its core, it's about helping search engines (like Google) understand what your website is about so they can connect you with people searching for what you offer. Think of it as teaching Google how to “introduce” you to your ideal audience.



In your own words, what does SEO mean to you right now?
Don't worry if it feels simple, we'll refine this later.

2. Paid vs. Organic: Two Paths to Visibility

Good SEO doesn't just bring traffic to your website, it brings the right traffic. These are people already searching for your services or products, which means they're more likely to convert into customers.

Unlike the short-term benefits of social media or ads, SEO creates long-term visibility. In many ways, it's one of the most cost-effective marketing strategies because the effort you put in today can pay off for years to come.

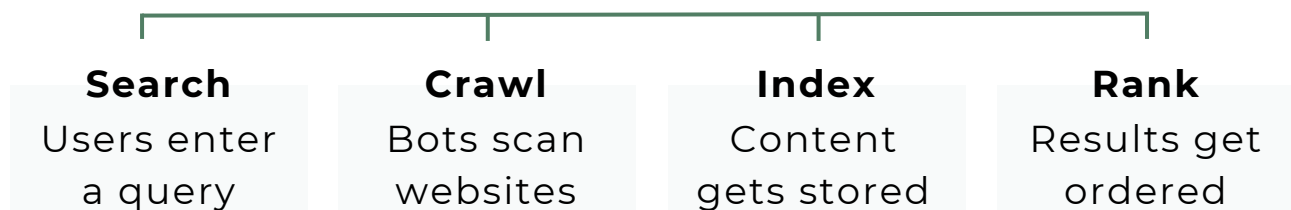
- **Paid search (ads):** Quick visibility, but costs money every time someone clicks.
- **Organic search (SEO):** Takes time and effort, but builds lasting, free visibility.

Both can work together, but SEO creates a foundation that keeps working for you long-term.

3. How Search Engines Actually Work

Search engines use bots (or “crawlers”) to scan the internet, index content, and rank it based on relevance and quality. They’re asking: *Is this content useful? Is this website trustworthy?*

When someone types a query into Google, it doesn’t search the internet in real time, it searches its index. Then, an algorithm sorts the results and serves the best fitting sites. The better your site answers these questions, the higher you’ll appear in results.



4. The Building Blocks of SEO

SEO has three main pillars. Each of these areas plays a role in how visible your site becomes. If one is missing or weak, your results may suffer. When these pillars work together, they create a strong foundation.

- **On-Page SEO** - everything on your site, like keywords and content
- **Off-Page SEO** - external signals like backlinks
- **Technical SEO** - how your site is built, like speed and mobile-friendliness



Which area do you think your website needs the most help with? And why?

5. SEO Myths vs. Reality

There's a lot of misinformation about SEO out there. In reality, SEO is less about gaming the system and more about delivering value in a way that both search engines and humans understand. You don't need to be a coder or a marketer to start, you just need clarity and a plan.

MYTH	REALITY
SEO is a one-time task	SEO is ongoing. Algorithms and competitors are always evolving
Keywords are all that matter	User experience, quality, backlinks, and site speed matter just as much
More pages = better rankings	Quality always beats quantity
You can “trick” Google	Sustainable SEO is built on relevance, trust, and consistency over time
Ranking #1 is the only goal	Driving qualified traffic and conversions is more important
Paid ads improve organic SEO	Ads don't directly boost organic rankings

6. The Long-Term Value of SEO

Unlike paid ads that vanish the second your budget does, SEO builds momentum over time. The earlier you invest in it, the stronger your long-term results will be. Businesses that prioritize SEO often see compounding growth — more traffic, more leads, more credibility — all because they committed to building visibility the right way.



BONUS ITEM: Simple SEO Audit (worksheet on pg. 37)

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A hand holding a magnifying glass, with the lens positioned over the text. The background is a light gray gradient.

**75% OF USERS NEVER
SCROLL PAST THE
FIRST PAGE OF
SEARCH RESULTS.**

CHAPTER 2

KEYWORDS

MADE SIMPLE



SEO & Keywords Made Simple

If SEO is the map that helps customers find you, keywords are the road signs. They're the words and phrases people type into search engines when they're looking for information, products, or services.

Understanding how to find and use the right keywords is one of the most powerful skills you can master in SEO. In this chapter, we'll break down the different types of keywords, how to uncover the ones that matter

most for your business, and how to put them to work in a way that feels natural, not forced. When done right, keyword strategy isn't about "stuffing" a page with words; it's about knowing your audience and speaking their language.

By the end of this chapter, you'll have a clear process for finding, choosing, and using keywords to attract the right people at the right time.



1. What Keywords Really Are

Keywords are simply the bridge between what people are searching for and the content you provide. Think of them as the way your audience tells Google what they want, and how you respond with answers.

A simple way to identify your own is by listening to your clients and paying attention to the words that come up repeatedly in conversations about your business.



Write down 3 questions your ideal customer might type into Google when searching for your product or service.

1. _____
2. _____
3. _____

2. Short-Tail vs. Long-Tail Keywords

Short-tail keywords are broad (“coworking space”), while long-tail keywords are more specific (“affordable coworking space in Charlotte, NC”). Long-tail keywords may have fewer searches, but they bring in highly targeted traffic ready to take action.



Pick one service you offer. Write a short-tail keyword for it, then expand it into 2–3 long-tail variations.

Short-Tail Keyword: _____

1. _____
2. _____
3. _____

3. Search Intent Matters

Not all keywords are created equal. What really drives results is understanding *why* someone is searching. When you know the intent, you can create content that matches what your audience needs in the moment.

Three Types of Search Intent:

- **Informational:** The searcher is looking to learn something (e.g., “What is SEO?”).
- **Navigational:** The searcher is trying to find a specific site, brand, or product (e.g., “Nike official website”).
- **Transactional:** The searcher is ready to make a purchase or take action (e.g., “best SEO tools to buy”).



Choose one keyword and label it: **informational**, **commercial**, or **transactional**. Then brainstorm what kind of content would best match it (a blog post, a sales page, etc.).

Keyword: _____

1. _____

2. _____

3. _____

4. Finding the Right Keywords

Tools like Google’s Keyword Planner, SEMrush, or Ubersuggest can help you discover keywords, but don’t overlook simple methods like Google autocomplete or “People Also Ask.” Sometimes your best keyword ideas come directly from listening to your customers.



Use Google search and type in one of your short-tail keywords. Write down 3–5 suggested searches or “People Also Ask” questions that pop up.

Short-Tail Keyword: _____

1. _____

2. _____

3. _____

5. Prioritizing Keywords

Not all keywords are worth chasing. The best ones balance relevance, search volume, and competition. In other words: *Is it a phrase your audience is actually searching for? Does it have enough traffic to matter? And do you have a realistic chance of ranking for it?*



BONUS ITEM: Keyword Scorecard ([click here to download](#)).

6. Using Keywords Naturally

Keywords should never feel forced. Instead of stuffing them into every sentence, focus on weaving them into titles, headers, and content where they naturally fit. Google is smart enough to recognize context, so write for humans first, search engines second.



Take one long-tail keyword and draft a blog post headline using it. Make sure it feels natural, not robotic.

A photograph of two people from the chest down, wearing light blue aprons over white shirts. The person on the left is making a peace sign with their right hand. The person on the right has their hands clasped in their lap. The background is a plain, light-colored wall.

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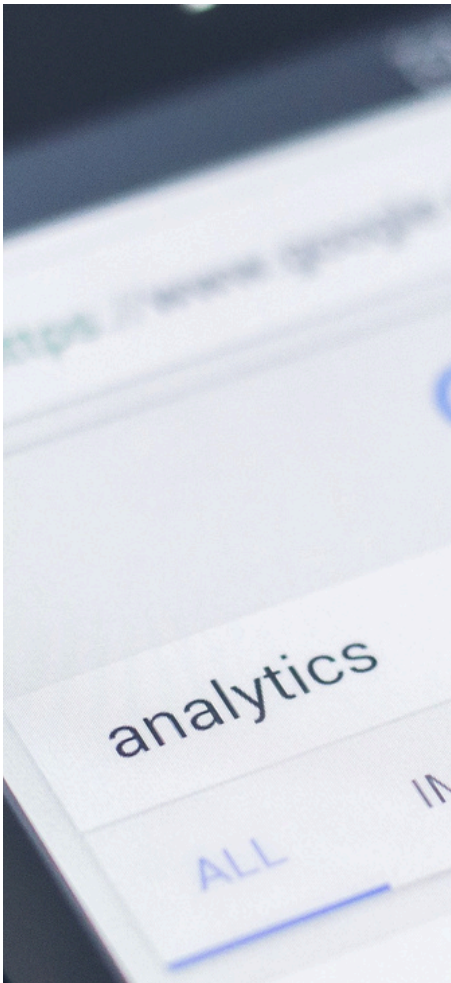
**YOUR AUDIENCE'S
LANGUAGE IS YOUR
BEST KEYWORD
RESEARCH TOOL.**

CHAPTER 3

ON-PAGE SEO

ESSENTIALS





On-Page SEO Essentials

On-page SEO is all about optimizing the content and structure of your own website so that search engines understand it, and your audience finds it valuable. It's not just about keywords; it's about crafting pages that are clear, relevant, and easy to navigate.

Done well, on-page SEO ensures that each page of your site works hard for your business, attracts the right visitors, and keeps them engaged. In this chapter, we'll break down the key on-page elements and give you actionable steps to optimize your site.

- ✓ Optimizing your content for search engines ensures your pages are not only discoverable but also understandable. Even small tweaks—like adjusting a header, refining a meta description, or improving a URL—can significantly improve your visibility.
- ✓ Read your page as if you're a first-time visitor. Does it answer questions clearly? Is it easy to scan? Can someone act on the information without confusion?

1. Title Tags: Your Page's First Impression

Your title tag is the first thing seen in the search results. It tells search engines what your page is about and should include your primary keyword without feeling forced.

SEO Best Practices:

- ☐ Keep titles under 60 characters
- ☐ Include the primary keyword near the beginning
- ☐ Make it clear, descriptive and enticing to click
- ☐ Avoid keyword stuffing, keep it natural



Take one long-tail keyword and draft a blog post headline using it. Make sure it feels natural, not robotic.

2. Meta Descriptions: Summarize & Entice

Meta descriptions are the short blurbs under your title in search results. They don't directly impact rankings but strongly influence whether someone clicks. Make it clear, action-oriented, and include your primary keyword.

SEO Best Practices:

- ☐ Keep descriptions under 160 characters
- ☐ Summarize page content clearly and compellingly
- ☐ Use at least one primary keyword, and avoid stuffing
- ☐ Make it actionable (e.g., "Learn How To...")

3. Header Tags: Organize & Clarify

Header tags (H1, H2, H3) break up content for both readers and search engines. Use H1 for your main title, H2s for subheadings, and H3s for sub-subheadings. They create structure, improve readability, and signal the hierarchy of information.



Audit one page of content: *Are headers clear, keyword-informed, and logically structured?* Adjust at least two headers to improve clarity.

4. Internal Linking: Guiding Visitors

Internal links connect pages within your own website, helping users navigate and search engines understand your site structure. Link to relevant pages naturally, using descriptive anchor text.

SEO Best Practices:

- ☐ Link to relevant pages on your site to ease user navigation.
- ☐ Use descriptive anchor text (not “click here”).
- ☐ Don’t overlink, keep it natural and helpful.

Generic Anchor Text	Optimized Anchor Text
Click here	Learn more about SEO best practices
Read more	Discover on-page SEO techniques
More info	Get tips to improve your website’s search ranking

5. URL Structure: Clean & Keyword Friendly

A clear URL tells search engines and users what a page is about. Short, descriptive URLs with primary keywords perform best. Avoid unnecessary words, numbers, or symbols.

SEO Best Practices:

- ☐ Keep URLs short, descriptive, and easy to read.
- ☐ Include primary keywords without overcomplicating.
- ☐ Use hyphens to separate words (avoid underscores).

6. Image Optimization: Accessibility & SEO

Images enhance user experience, but unoptimized images can slow down your site. Use descriptive file names, alt text with relevant keywords, and compress images for speed.

Things to look for:

- ☐ File size and load time optimization
- ☐ Proper use of alt text with keywords
- ☐ Image title and description
- ☐ Appropriate file format (JPEG, PNG, etc.)
- ☐ Relevance to content
- ☐ Mobile-friendly sizing



Tip: Compress images to reduce file size without losing quality, improving site speed.

7. Content Quality: Serve Your Audience

High-quality content is the cornerstone of effective SEO, prioritizing value, relevance, and engagement over keyword stuffing. Focus on answering questions, solving problems, and providing actionable insights. Use clear structure, headings, bullet points, and multimedia to keep readers engaged, educate, and inspire—boosting both credibility and search rankings.



Review one of your existing web pages or blog posts. Identify at least three areas where you could improve content quality. Write down your improvements and schedule them for your next content update.

Quality Control Checklist:

- ✓ Natural keywords
- ✓ Descriptive links
- ✓ High-quality images
- ✓ Engaging visuals
- ✓ Optimized titles
- ✓ Clear structure
- ✓ Original value

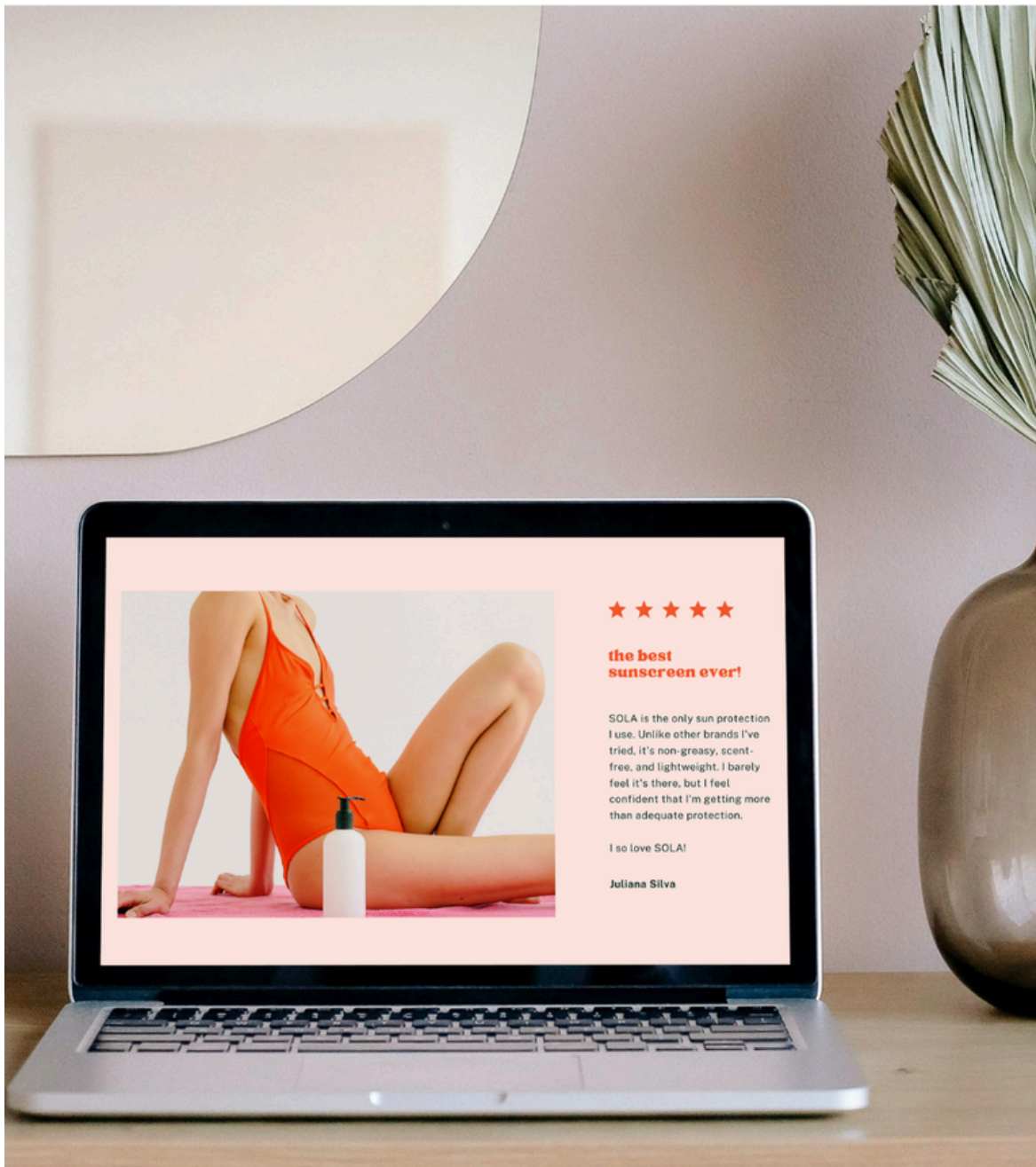


**EVERY PAGE SHOULD
TARGET ONE
PRIMARY KEYWORD,
BUT SERVE HUMAN
READERS FIRST.**

CHAPTER 4

CONTENT

THAT RANKS



Content That Ranks



When planning content, always start with your audience. Understand their questions, challenges, and goals before crafting your headline, structure, or keywords. This ensures your content ranks and resonates.

Creating content that ranks isn't just about writing, it's about strategy. Simply publishing a blog or page isn't enough; your content needs to align with what your audience is actually searching for, provide real solutions to their problems, and establish your expertise in the field.

In this chapter, we'll break down actionable steps to create content that not only attracts traffic but also keeps readers interested, encourages interaction, and ultimately converts them into loyal customers. By the end, you'll have a clear framework to consistently produce SEO-friendly content that delivers measurable results.

1. Align with Search Intent

Content should answer the exact questions your audience is searching for. Understanding whether your audience is looking to learn, compare, or buy ensures your content matches their expectations.



Identify three common questions your target audience searches for and classify them by intent type: **informational**, **navigational**, or **transactional**.

1. _____
2. _____
3. _____

2. Topic Clusters & Pillar Pages

Pillar pages act as central hubs for broad topics, linking out to detailed subpages or blog posts called cluster content. Pillar topics cover overarching themes your audience cares about, while clusters dive into specific questions or subtopics. This structure boosts authority and makes it easier for readers and search engines to navigate your content.



Map out one pillar topic for your business and list at least five supporting content clusters that could link to it.

3. Headlines That Capture & Convert

Craft headlines that are both SEO-friendly and compelling to readers. Include your target keyword naturally, and ensure it conveys the value of the content.



Rewrite three existing headlines from your website to make them SEO-focused while remaining engaging.

1. _____
2. _____
3. _____

4. Optimize for Featured Snippets

Answer common questions clearly and concisely to increase the chance of being featured in search snippets. Use bullet points, tables, and short paragraphs to make your content scannable.



Identify one question your audience frequently asks and draft a snippet-style answer under 50 words.

Snippet Example:

“To boost your website’s SEO, focus on keyword research, high-quality content, and user experience. Optimize title tags, meta descriptions, and headings. Build internal and external links, improve page speed, and ensure mobile-friendliness. Regularly update content to stay relevant and increase visibility in search results.”

5. Multimedia Enhancements

Incorporate images, infographics, charts, and videos to make content more engaging and improve SEO. Visuals help explain complex ideas and keep visitors on your page longer.



Add one visual element to an existing blog post or landing page that could help clarify a key point.

6. Update & Refresh Regularly

SEO isn't a one-and-done task. Search engines reward websites that remain active, relevant, and accurate. Regularly updating content, refreshing outdated information, and adding new posts or pages helps maintain your rankings and keeps your audience engaged. Adjust based on analytics and performance metrics.

Recommended Frequency:

- ☐ Website pages – every 6–12 months
- ☐ Blog posts – monthly
- ☐ Landing pages – quarterly

By aligning with search intent, organizing around topics, optimizing headlines, linking, using multimedia, and refreshing content consistently, you can create a sustainable SEO content strategy that drives traffic, builds authority, and converts visitors into loyal customers.

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**QUALITY CONTENT IS
THE #1 RANKING
FACTOR ACCORDING
TO GOOGLE.**

CHAPTER 5

OFF-PAGE SEO

& BACKLINKS





Off-Page SEO & Backlinks

While on-page SEO focuses on your website, off-page SEO is all about building your authority and reputation across the web. Backlinks, mentions, and social signals tell search engines that your site is trusted and valuable.

In this chapter, we'll break down actionable strategies to earn high-quality links, leverage online relationships, and boost your rankings. By the end, you'll understand how to build a strong off-

page SEO presence that drives organic traffic and credibility.

Off-page SEO isn't just about links—it's about trust, influence, and visibility. When other websites link to your content or share your resources, it's a signal that your site offers value. The more authoritative and relevant these sources are, the stronger your online reputation becomes.

Building this kind of presence takes time, effort, and intentional relationship-building, but the payoff is significant: better rankings, more traffic, and a trusted brand that stands out in your industry. By consistently nurturing these connections, you create a network that continuously supports your SEO and business growth.

1. Understanding Backlinks

Backlinks are links from other websites to your site. They act like votes of confidence, signaling to search engines that your content is trustworthy and relevant. Not all backlinks are equal, quality and relevance matter more than quantity.



List 3 websites in your niche that could potentially link to your content. Note why their audience aligns with yours.

1. _____
2. _____
3. _____

2. Types of Backlinks

There are various kinds of backlinks, including editorial links, guest post links, directory links, and social mentions. Each type carries different weight and benefits. Editorial links from authoritative sites are the most valuable.

Top Priority Backlinks:

- ☐ Editorial Backlinks - blogs, news articles, or publications
- ☐ Guest Post Backlinks - contributions to authoritative sites
- ☐ Business Directory Backlinks - Yelp, GMB, etc.
- ☐ Press Release Backlinks - media coverage



BONUS ITEM: Backlink Categories (worksheet on pg. 38)

3. Link Building Strategies

Effective link building requires a strategic approach. Common strategies include guest posting, influencer outreach, creating shareable content, and leveraging partnerships. Focus on building authentic, mutually beneficial relationships.

How to Build Your Backlinks:

- ☐ Research relevant sites - industry blogs, publications, etc.
- ☐ Create link-worthy content
- ☐ Outreach strategy - craft personalized emails
- ☐ Guest posting - offer to contribute to articles, etc.
- ☐ Leverage partnerships and mentions
- ☐ Use social media - LinkedIn, industry forums, etc.

Outreach Sample:

"I'm [Your Name] from EleVault, where we help business owners grow through strategy, branding, and digital solutions. To date we've helped raise \$10 million in revenue across our client base. I love your podcast [Podcast Name] and would be thrilled to share actionable insights on [topic] with your audience. Would you be open to a quick chat about a potential episode?"

4. Social Signals & Online Presence

Social media mentions, shares, and engagement indirectly support SEO by driving traffic and awareness. While social links may not directly impact rankings, they can lead to more organic backlinks.

5. Avoiding Toxic Backlinks

Not all links help your SEO; spammy, low-quality backlinks can harm your rankings. Disavow links from irrelevant or suspicious sites and regularly audit your backlink profile.

How to Check Active Backlinks:

- ☐ Use a backlink tool - e.g., Ahrefs, SEMrush, or Moz
- ☐ Verify link activity - check a sample for functionality
- ☐ Check anchor text - ensure links are relevant and on brand
- ☐ Assess domain authority - prioritize high-quality links
- ☐ Look for spam - flag any low-quality sites



Use a free backlink tool (e.g., Moz, Ahrefs trial) to identify any low-quality backlinks to your website.

6. Building Relationships for Long-Term Authority

Sustainable off-page SEO relies on building long-term relationships with industry peers, bloggers, and media outlets. Quality collaboration often results in ongoing backlink opportunities and visibility.



List 3 potential collaboration opportunities (interviews, co-authored articles, or podcasts) and outline steps to initiate a connection.

1. _____
2. _____
3. _____

7. Measuring Off-Page SEO Success

Track your backlink growth, domain authority, referral traffic, and search rankings to measure off-page SEO success. Regular reporting helps you understand which strategies work and where to adjust.

Remember, quality always outweighs quantity. Strategic, meaningful backlinks drive lasting results.

Backlink URL	Anchor Text	Target Page	Estimated SEO
https://example.com/blog	"SEO Tips"	/seo-guide	High
https://anotherblog.com/post	"EleVault Services"	/services	Medium
https://site.com/resource	"Brand Strategy"	/brand-kit	Low

 **BONUS ITEM:** Backlink Tracker ([click here to download](#)).

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A close-up photograph of two hands shaking in a firm grip. The hand on the left is wearing a grey suit jacket with a visible button. The hand on the right is wearing a dark suit jacket. The background is a plain, light grey surface.

**THE BEST BACKLINKS
ARE EARNED, NOT
BOUGHT.**

CHAPTER 6

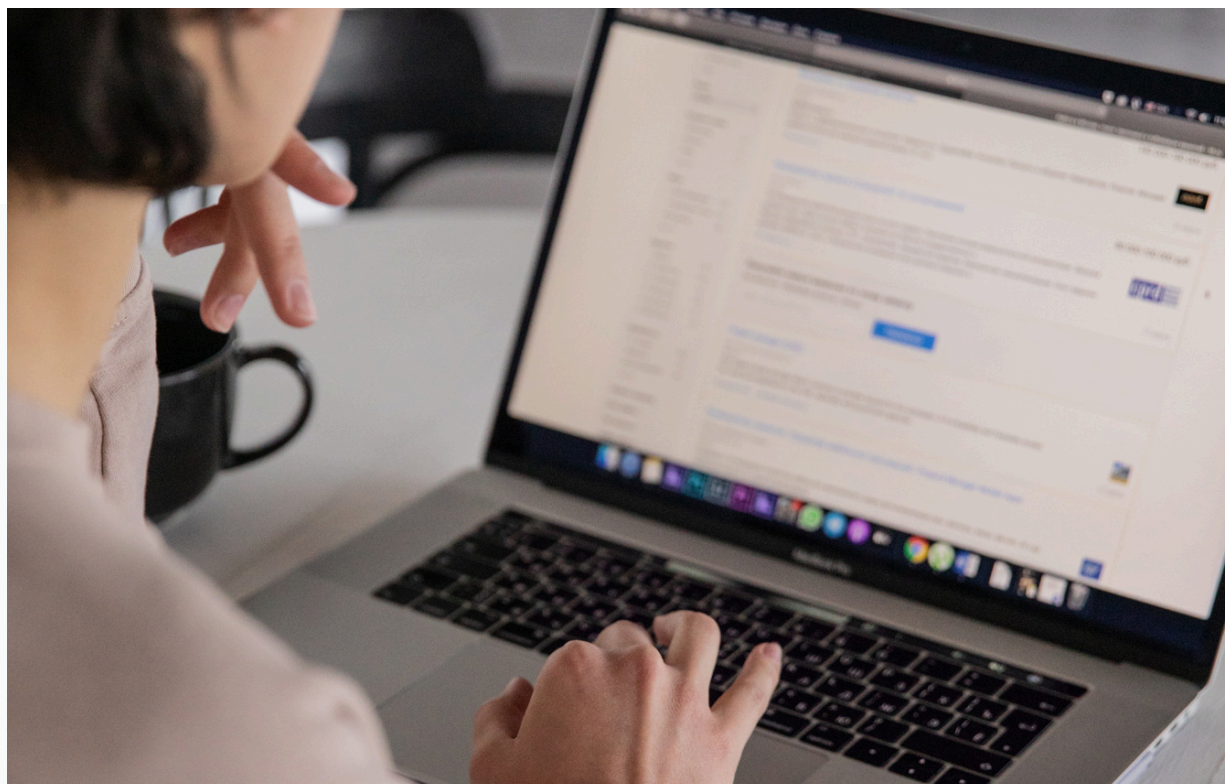
TRACKING SUCCESS & CONSISTENCY



Tracking SEO Success & Consistency

SEO isn't a one-and-done effort, it's a long game built on consistency, patience, and smart tracking. The truth is, even the best SEO strategy won't deliver overnight results. Search engines need time to crawl, index, and evaluate your site. But when you stay consistent, measure progress, and refine as you go, SEO becomes one of the most powerful tools to grow your business.

In this chapter, we'll cover how to track your results, which metrics matter most, and how to set up systems that keep your strategy moving. Think of this as your roadmap for staying accountable and ensuring your SEO efforts compound into long-term success. By the end, you'll know exactly what to measure, how often to measure it, and how to stay consistent without burning out.



1. Define Success Metrics

Not all SEO wins look the same. Success could mean higher rankings, more organic traffic, better conversions, or increased brand visibility. Decide what your main goals are so you know what to measure.

Common Success Metrics:

- ☐ **Keyword Rankings** – Where your website appears in rankings
- ☐ **Organic Traffic** – Number of visitors from unpaid search
- ☐ **Domain Authority (DA)** – Overall trust/strength of your domain
- ☐ **Impressions** – How often your site appears in search results



Write down your top 3 SEO goals and which metrics you will track to gauge success.

1. _____
2. _____
3. _____

2. Track Website Traffic

Use Google Analytics or similar tools to measure how much of your traffic comes from organic search. Pay attention to trends over time, not just daily fluctuations. Based on this data, replicate high-performing content, sources and trends to boost SEO.



Pull up your website traffic report for the past 90 days. Highlight any trends (steady growth, seasonal dips, or sudden spikes). What might explain these changes?

3. Monitor Keyword Rankings

Your rankings show how visible you are for the terms that matter most. While they may fluctuate day to day, tracking long-term changes helps you measure growth. Consistently improving rankings means your SEO efforts are working and your visibility is expanding.



BONUS ITEM: Keyword Ranking (worksheet on pg. 39)

4. Evaluate Engagement & Conversions

Traffic is great, but are visitors sticking around and taking action? Monitor bounce rates, time on page, and conversion rates to see if your content is truly resonating.

Take a look at your website as if you were a first-time visitor. Ask yourself:


- ☐ Is the path to my main offer clear within 3 clicks?
- ☐ Do my CTAs stand out and guide users naturally?
- ☐ Is my content answering the “why should I choose you?” question quickly?
- ☐ Am I removing friction points (slow load times, clutter, unnecessary forms)?
- ☐ Do I have trust signals (reviews, testimonials, guarantees) visible at decision points?



Write down one area where your customer journey feels confusing or overwhelming, and brainstorm one improvement you can make this week.

5. Stay Consistent with Publishing

SEO rewards consistency. A steady flow of high-quality, optimized content tells search engines your site is active and reliable. Blog posts, how-to guides, FAQs, case studies, and even refreshed evergreen content all signal authority while giving your audience valuable resources they'll keep coming back to.

 Brainstorm 3 blog or content topics you could publish over the next two months. Next to each one, jot down the main keyword you'd target.

6. Review & Adjust Quarterly

SEO is about testing, measuring, and adjusting. Review your performance every quarter, celebrate wins, and refine what's not working.

What's Working	What's Not	What's Next

**SEO IS A LONG GAME:
SMALL CONSISTENT
STEPS OUTPERFORM
QUICK WINS.**





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YOUR INVESTMENT



Laura Green
Founder/Owner



Nina Quiles
Brand Manager

Thank You for Purchasing This Kit!

We're so glad you chose to invest in your business with EleVault! We hope this guide brought you clarity and practical tools to help you align SEO goals and strategies. If you have any questions or want to work with us directly, don't hesitate to reach out at our contact information below. **Looking for more?** Explore our other downloadable kits or inquire about hands-on support. We'd love to help you grow.



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www.getelevault.com

BONUS TEMPLATE SUITE & WORKSHEETS



Simple SEO Audit Worksheet

1. Search (The query begins)

Prompt: Think about the last 3 things you searched for online. Write them down. *Now, ask yourself: what exactly were you hoping to find?* This helps you see how intent shapes search.

2. Crawl (Bots scan your site)

Prompt: Use a free tool like Google Search Console or simply click through your site. Are all your important pages linked and easy to navigate? Make a quick list of any that feel hidden

3. Index (Content gets stored)

Prompt: Google “site:yourwebsite.com” (replace with your domain). Which pages appear? Jot down if any important ones are missing, or if irrelevant ones are showing up.

4. Rank (Results get ordered)

Prompt: Choose one keyword you’d like to rank for. Search it and note where your site ranks. Look at the competitors above you... what do their titles or descriptions have that yours might not?

Recommended Backlink Categories

Coworking / Real Estate / Hospitality

- Local business directories & listings
- Chamber of commerce / city website mentions
- Partnership and collaboration mentions
- Event sponsorship or community involvement links

SaaS / Tech / Digital Services

- Editorial mentions in tech blogs and review sites
- Case study or solution spotlight on partner websites
- Guest posts on niche tech blogs
- Resource pages or tutorials referencing your product

Real Estate / Hospitality

- Local business directories & listings
- Chamber of commerce / city website mentions
- Partnership and collaboration mentions
- Event sponsorship or community involvement links

Consulting / Professional Services

- Guest posts on industry thought-leadership blogs
- Testimonials on client websites
- Resource pages citing your expertise
- Podcast or webinar features



Use this reference sheet to focus your efforts on building on the highest-quality sources first.

How To Improve Your Ranking

Improving your website's keyword rankings isn't about quick wins, it's about building a strong foundation for long-term visibility and growth. Use this checklist as your step-by-step guide to strengthen your SEO.

1. Research & Targeting

- ☐ Identify high-value keywords with good search volume and realistic competition.
- ☐ Focus on long-tail keywords to capture intent and easier wins.
- ☐ Map keywords to specific pages (avoid keyword stuffing).

2. On-Page Optimization

- ☐ Place the target keyword in the page title, meta description, and H1.
- ☐ Use variations and semantic keywords throughout the content.
- ☐ Optimize images with descriptive file names and alt tags.
- ☐ Ensure internal links point to your keyword-targeted pages.

3. Content Quality

- ☐ Update existing pages with fresh, up-to-date content.
- ☐ Add depth (examples, FAQs, case studies, visuals) to outperform competitors.
- ☐ Make content scannable with headers, bullet points, and short paragraphs.

4. Technical SEO

- ☐ Improve page speed and Core Web Vitals.
- ☐ Ensure mobile-friendliness and responsive design.
- ☐ Fix crawl errors and broken links.
- ☐ Submit updated XML sitemap to Google Search Console.

5. User Engagement

- ☐ Improve CTR by writing compelling meta titles and descriptions.
- ☐ Add clear CTAs to reduce bounce rate.
- ☐ Enhance UX with clean navigation and fast loading.

6. Backlink Building

- ☐ Secure backlinks from industry, high-authority websites.
- ☐ Use guest posts, podcasts, and collaborations to earn links.
- ☐ Promote shareable content (original research, guides, infographics).

7. Tracking & Iteration

- ☐ Monitor keyword rankings weekly/monthly.
- ☐ Compare with competitors' rankings.
- ☐ Adjust strategy based on performance (update content, build new links, refine targeting).