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Okay, let's talk results. I know this training is for service providers, that's how I marketed it, and I am going to talk about my services website in a minute. But I know that some of you also have a mixed bag and you're selling courses, you're selling digital products in your business as well. So I wanted to quickly touch on some of the results that I'm getting for the copy template shop from the exact same SEO strategy. And I want to preface this by saying there is absolutely zero long-form content currently living on this website at the time of me recording this training. That's going to change in 2023. I am really interested in leveraging SEO and driving more passive traffic to the shop from Google. Season two of the podcast - spoiler alert - is coming this year and it's going to be published on this domain and I'm going to be moving some of the key content over from season one, but it's currently on my services website.

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So there is nothing except products on this website right now. And here is just a really quick snapshot over a 30 day period. If you see right here between December 31st, 2022 and January 30th, 2023, you can see that in that 30 day period, my copy template shop got 270 visits directly from Google. I also had a total of 40 keywords ranking on the first page of Google. So 23 plus 17 is 40. And Google Analytics is telling me that this traffic is worth about \$500. So essentially I would have to spend \$500, \$496 on Google Ads to get similar results if I wasn't implementing SEO. How are these people finding me? You can see some of them in this screen grab. But as of recording this training anyway, the majority of traffic is coming to my template shop for people searching for website copy template keywords, which is very ironic because I actually don't sell any website copy templates in the template shop.

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You have to go into my website copy course in order to get those templates. But I am also ranking on the first page, so in spots one to 10, for some more generic keywords like copy templates, sales copy template. You don't see them on the screen, but I wrote down also social media copywriting templates and copywriting landing page template. And the coolest thing is - the very, very coolest thing is - that I literally have people coming directly from Google and buying my courses and templates. And I know because I'm asking them. I highly recommend doing this in your business if you're not doing it already: asking on your checkout pages, how people are actually finding you. And these are just four answers in the past three months of people who found my website copywriting course through Google. And

there's something that I think is really, really important to note here and now before we get too carried away into the strategy. I want to emphasize that in order to get results like this, it is very much a two part strategy. So yes, you do need SEO to get found on Google. But if you want that traffic to actually convert into paying customers and paying clients, you need really solid website copy, okay? You can't just nail your SEO and hope that that traffic is going to magically convert into sales. What we're covering here today is very much a client attraction method, but I never want you to forget that what's actually on the page is just as important, if not more important if you actually want to convert those newly attracted leads into sales. Okay, message delivered. I'll get off my soapbox. Let's move on to my services-based website, which is on a completely different domain. Megantaylor.co is exclusively for my services.

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So here is a very quick overview. Here's a quick snapshot of what I am currently ranking for in this domain. And these numbers are from US-based searches only, just because the keyword tool that I'm going to introduce you to only does one country at a time. That's one limitation that it does have. I'm also ranking in other countries. And if I can give you a recommendation, I know most of you are based in other countries, I am based in France at the moment. You are always going to get your best data when you're doing keyword research, when you're looking at your analytics, if you're looking at that US market simply because there's more data available. Okay. Organic keywords. So you can see that I am actually ranking on Google for at least 940 different keywords somewhere on Google.

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Could be page one, could be page 50, okay? Those keywords are driving about 425 people to my website every single month. Those are the only two numbers you really need to pay attention to here. But what I think is quite funny, if you look at this graph down here, you can see some peaks, right? There's a pretty significant peak here. There's a bit of a peak here. There's a little bit of a peak here. And I was showing my business coach these results a few months ago when I was like doing my 2023 planning. And she's like, oh, that's interesting. Like, what did you do here? What did you do in March, 2022? Like, can we replicate that and get those results? What changed? Literally nothing, , literally nothing. I didn't launch a new offer. I didn't create any new content. In fact, most of you will probably know that my podcast disappeared quite unexpectedly in either February or March of last year, so around this time.

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Yet, my SEO really, really picked up. So Google caught up. And again, it's just more further evidence that you can be lazy about this. You do not need to have a blogging strategy in order to get these results. In terms of keywords, these are just a few of the keywords that I'm currently ranking on page one of Google for, there's a lot of them. I would've had to have multiple, multiple slides in order to show you all of the keywords that I'm ranking for. But I wanted to include this screenshot because I want to show you specifically that there are two types and two categories of keywords that I'm ranking for. The first is keywords that are directly related to my niche. So who it is that I serve, what I do and who I serve.

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So keywords like copywriter for female entrepreneurs, content writer for women entrepreneurs, copywriter for female entrepreneur coach. These are all things that I'm ranking for. And then also keywords directly related to the services that I offer. Things like website copy audit, copy vip day, sales page vip day, and launch copy for entrepreneurs. All things that I actually offer in my business. Now, I do have some long form content on this domain. There are some really super old blog posts like this first one here, I think I created maybe 2019, 2020. But with the exception of that first ranking on this table, you can see that all of these results are pointing to my main content on my website, not my blog. So anything with just the slash at the end, that's my homepage. This is my vip day page and so on.

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That said, I am ranking on Google for a lot of my blog and podcast content too, okay? And that is also helping me find ideal clients. So clearly blogging does also work. You can see with this top one right at the very tip top here. But I want to doubly emphasize, I don't do this regularly, okay? I have some pretty solid content on my website, but I am not pumping out content on a regular basis. And you don't have to either. Last, but certainly not least as I was gearing up for this presentation and thinking, am I actually going to do this training? Imposter syndrome started to creep in as it does, as it does for all of us. And I really needed to prove to myself, okay, this is not just working for me, right? This is working for other people too. I had to see for myself that this was also working for the clients that I had put in that extra SEO-informed copywriting work for. So I want you to meet Dreampro. We have somebody from Dreampro on the training today. Dreampro is a course creation agency. They are the best of the best if you ask me. And I wrote their website copy back in 2022 sometime. I believe it was early 2022. And as you can see in this

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Screenshot, not only is their CEO Ariel, my number one cheerleader, she's always hyping me up. She makes me feel like I am the best copywriter in the world. But she was also telling me that they're getting some really, really, really great SEO results from the copy that I wrote for them, right? "These days, most of our leads come from Google. They're so impressed with our website. The copy is so solid. I'm not changing it until absolutely necessary." And it's no surprise. When I plugged their domain into my SEO keyword tool, it showed me that they are ranking in the top 10 for some pretty amazing keywords: online course creation agency, course creation agency, done for you course, and course creation services. Does it get any better than that? It kind of doesn't, right? So, and again, you guys - notice none of these keywords are linking to their blog. They do have a blog on their website. None of these keywords are going there. It's going to their about page, it's going to their services page, right? It's all going to their core website pages. Now, I don't want to bog this training down with too much proof, so I'm going to safely assume that you know that I know my stuff, that I know what I'm talking about, and let's move on to how I actually make that magic happen.