

Search Engine Optimization

Coaching Questions

Do you still find it mystifying?

- It isn't. All the search engines really care about is helping people find good content. That is what they were designed for, they are a **search engine**.
- When search engines first started, they weren't very complicated. They mostly looked for words to repeat themselves, but they continue to evolving to finally be able to decipher if something is good content or fake content. They are avoiding content that looks like it was designed for the initial search engines.
- The moral of the story: Create good content and the search engines will love you!

How do you figure out what is good content?

- What do you wish you could have known when you first started getting involved in your industry? Could you share some of these early learnings?
- What have you found interesting yourself? That is a great litmus test of whether you should share content or when you should be including in your website.

What are some time management practices to keep this up?

- This is the hardest part. Making the time. Because great content takes time to develop. It takes thought, it needs to be well written, and it should be unique. This is timely stuff to create!
- To keep creating good content, you need time management practices to ensure that you keep staying relevant and being timely (something else the search engines are looking for). Here are some ideas;
 - Make time. Just book this off. Put it in your calendar and stick with it. Maybe it is once every 2 weeks or every Friday morning before you go out for a meeting.
 - Do it when you are motivated. You might always be inspired to make good content. So when you are, do a lot of it. You don't need to post it all at once, but have it in a folder to post at later dates.
 - Use the tools. There are more and more tools that help you in posting social media and other mediums in a time efficient way. Hootsuite is a great example of one platform that helps to automate some of this work.
 - Ask others in your business or even your advisors if they can contribute to your content. This could be as a blog post to help you update your information.
 - Ask for testimonials. This adds new and relevant content to your site, and again this is written by your customer rather than yourself.
 - Take pictures wherever you are. You are already at the event or client location, you may as well take pictures that ends up being great content for your site.