

# Initiating your SEO from the ground up

## Playbook Excavator



Bulldozer Collective ©



Bulldozer Playbook | Initiate your SEO from the ground up.

# The fundamentals of SEO

If you are new to SEO, watch this video that will provide you with all the essential basics you need to know before getting started.



**SEO Playbook**

# Selecting Your CMS



Bulldozer Collective ©



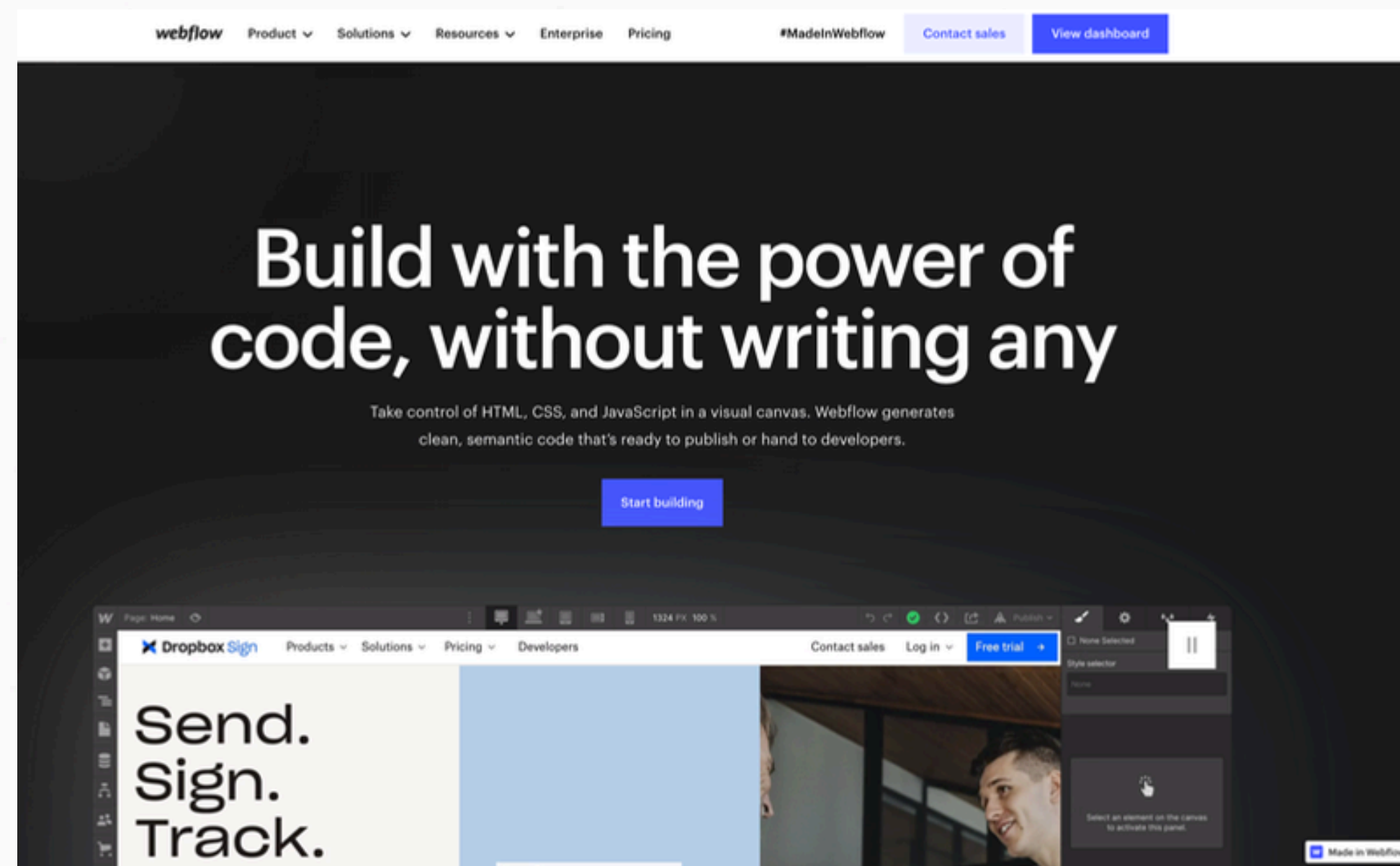
# Webflow versus WordPress

Certainly, there are additional tools.

However, for 95% of websites, the discussion centers on WordPress versus Webflow.

WordPress is the quintessential solution.

Webflow represents a highly credible alternative. The other tools are more specialized, lacking any significant advantage.





# Why choose Webflow?

The two tools exhibit a similar initial investment.

However, Webflow enables you to:

Enhance your design management.

Accelerate site customization.

Refrain from utilizing supplementary themes and plugins.

After two hours of complimentary training (Webflow Academy), you will be able to:

Acquire a proficient template (for instance, this one)

customize it

Launch your website

In summary, it requires a day's effort to learn, but offers complete autonomy on your site.

With WordPress, you will encounter greater limitations. Your reliance on plugins will be significant.

While this may not pose a significant issue, we prefer to endorse Webflow for the following reasons.



# Essential Technical Information

## Image optimization

On Webflow, it is essential to consistently focus on image optimization (size, compression, format), which must be performed manually (using [iloveimg](#) or [convertio](#)).

WordPress provides the benefit of offering plugins that streamline this process.





# Essential Technical Information

## 2 - Constraints (customizations)

On Webflow, you will encounter challenges related to:

The framework of URLs

The development of computers and simulators

Image optimization at scale (thousands of pages)

This is due to the fact that Webflow is a no-code solution.

**These constraints can be addressed through the utilization of alternative tools:**

**Automations: Make, Whalesync, Wized**

**Finsweet niche bookstores**

**Calculators: Exceed**

**WordPress provides developers with opportunities to expand their capabilities; however, a sufficient budget and a clear necessity are essential.**

**In this instance, we may also choose to pursue a fully customized development.**



# Essential Technical Information

## Text editor

This represents a vulnerability for Webflow.

The editor presents challenges in readability and lacks user-friendliness. Creating a table requires custom code, although it can be easily generated using a table generator.

The WordPress editor is more user-friendly than that of Webflow.

The decision will not determine your performance. Therefore, it is in your hands!

The priority remains to maintain your blog and website on the same platform, ensuring they share the same subdomain (avoid `blog.domain.com`).

## SEO Playbook

# Establishing your foundational content





# Goals

The initial 20 pieces of content serve two purposes:

Accelerate traffic generation as swiftly as possible.

Verify that SEO is producing leads for you.

A decision must therefore be made between:

- traffic capacity
- (ii) degree of competition
- (iii) significance to business.

Rank	Keyword	Volume	Cluster (niveau)	Potential business	Priorité	Intent	Funnel Position	Low bid (EUR)	High bid (EUR)	Competition
1	Training videos	40500		Faible potentiel	★					
2	asynchronous vs synchronous	27100	Asynchronous work	Faible potentiel	★★	Informationnel	Top of Funnel	0.11308387	0.86857106	0
3	employee training	12100	Employee training	Moyen potentiel	★★	Informationnel	Middle of Funnel	0.64547965	11.16210758	0
4	welcome videos	8100	Video onboarding	Moyen potentiel	★	Informationnel	Top of Funnel	0.08481271	1.71510228	0
5	call recording software	5400	Call recording software	Haut potentiel	★★★	Commercial	Middle of Funnel	0.01271057	0.30037843	0
6	discovery call	4400	Discovery call	Faible potentiel	★	Informationnel	Middle of Funnel	0.02650492	2.57050858	0
7	recruitment video	2900	Recruitment video	Moyen potentiel	★★	Informationnel	Top of Funnel	2.04474676	7.66743540	0
8	sales goals	2900	Sales goals	Faible potentiel	★	Informationnel	Top of Funnel	0.23559093	2.11782902	0
9	new employee orientation	2900	New hire orientation	Moyen potentiel	★★	Informationnel	Top of Funnel	0.98805572	7.53891111	0
10	training and development in hr	2400	Employee training	Haut potentiel	★★★	Commercial / Informationnel	Top of Funnel	0.28063120	6.26671982	0
11	collaborating remotely	2400	Collaboration Tips	Moyen potentiel	★★★★	Informationnel	Top of Funnel	1.18102319	9.68865350	0
12	conversation intelligence	2400	Conversation intelligence	Haut potentiel	★★★★	Informationnel	Top of Funnel	0.47642425	8.63205323	0
13	training new employees	2400	Training new employees	Moyen potentiel	★★	Informationnel	Top of Funnel	0.92351461	8.72239858	0
14	new hire orientation	2400	New hire orientation	Moyen potentiel	★★	Informationnel	Top of Funnel	2.01969872	11.42146034	0
15	employee induction	1900	Employee induction	Moyen potentiel	★★	Informationnel	Top of Funnel	1.20268340	7.87816113	0
16	hr learning and development	1900	HR learning	Faible potentiel	★★	Commercial / Informationnel	Top of Funnel	0.27353990	4.04274104	0
17	top sales	1900	Sales coaching and training	Faible potentiel	★	Informationnel	Middle of Funnel	4.65527761	11.61934671	0
18	cross training employees	1600	Employee training	Haut potentiel	★★★	Informationnel	Middle of Funnel	0.55599465	6.26671982	0
19	new manager training	1300	Training new employees	Moyen potentiel	★★	Informationnel	Top of Funnel	2.55380610	13.57004901	0
20	sales discovery questions	1000	Discovery call	Faible potentiel	★★	Informationnel	Top of Funnel	0.37894556	2.77054983	0
21	sales goals examples	880	Sales goals	Faible potentiel	★★	Informationnel	Top of Funnel	0.48233467	2.41245156	0
22	remote communication	880	Remote communication	Haut potentiel	★★★★	Informationnel	Top of Funnel	0.47118194	5.60706510	0
23	best collaboration tools	880	Collaboration Tips	Moyen potentiel	★★★★	Commercial / Informationnel	Middle of Funnel	1.84130011	16.81177179	0
24	soft skills training for employees	880	Employee training	Moyen potentiel	★★	Informationnel	Middle of Funnel	0.44500302	11.60992312	0
25	sales objectives examples	880	Sales goals	Faible potentiel	★★	Informationnel	Top of Funnel	0.42406371	1.72452587	0
26	sales targets examples	720	Sales coaching and training	Faible potentiel	★	Informationnel	Middle of Funnel	0.20732006	1.70321900	0
27	train staff	720	Training new employees	Faible potentiel	★	Commercial	Middle of Funnel	0.89524565	3.38308632	0
28	training videos for employees	720	Training videos	Haut potentiel	★★★★	Commercial	Middle of Funnel	3.08222817	23.04079705	0
29	video onboarding	720	Video onboarding	Haut potentiel	★★★★	Commercial / Informationnel	Bottom of Funnel	1.70504247	11.41202660	0
30	creating training videos	720	Training videos	Haut potentiel	★★★	Informationnel	Top of Funnel	2.36830231	10.21522466	0



# Keywords for utilization

## Step 1: Enumerate your prospects' inquiries.

1. Best products for my needs
2. How to choose the right service
3. Top-rated solutions in my area
4. Affordable options for my budget
5. Customer reviews of popular brands
6. Comparison of features and prices
7. Recommendations for reliable providers
8. What to look for in a quality product
9. Benefits of using this service
10. How to get started with my purchase
11. Discounts or promotions available now
12. Frequently asked questions about the service
13. Expert opinions on the best choices
14. Case studies of successful implementations
15. How to maximize value from my investment
16. Step-by-step guide to the buying process
17. Testimonials from satisfied customers
18. Industry trends and insights
19. Common mistakes to avoid when purchasing
20. Where to find the best deals online

### Include:

- “alternative to {competitors}”
- “resolution for {benefit}”
  - “Top X Tools for {Feature}”
  - “how to {feature}”

**Bonus:** request further suggestions from Chat GPT.

## Step 2: Evaluate the traffic of direct competitors

**Utilize an SEO tool to pinpoint keywords and pages that drive revenue.**

**Attract greater traffic than your competitors.**

- Which appear to be highly pertinent to you.

- Which instrument?

**We recommend Ahrefs; however, there are other options available.**

## Step 3: Identify the challenges faced by your prospects.

**At times, we may seek to align ourselves with more remote subjects to drive traffic.**

**This applies when:**

**You inhabit a realm characterized by a profound demand for information.**

**Your enterprise fundamentally depends on a foundation of trust. Your prospects are not currently seeking a solution.**



# Prioritize key terms.

From this point forward, you should maintain a foundation of 200 to over 1000 keywords for your study.

Utilize Ahrefs, SEMrush, or the complimentary Google Keyword Planner to process these keywords and assess their search volumes.

Consolidate keywords that align with the same search intent.

Evaluate search intent based on (i) relevance (ii) total volume (iii) degree of competition.

- **You now possess your list of 20 prioritized content items.**

**Equip yourself with patience... Or choose not to study all the keywords from the outset if you are handling the SEO independently.**

**SEO Playbook**

# **Creating your initial content**



**Bulldozer Collective ©**



# Comprehending the research objective

The procedure is straightforward:

Identify the initial five articles pertaining to the query.

Extract the strategies

Observe the distinctions.

Two questions to consider:

Are the differences attributable to insufficient content (the article being either non-exhaustive or overly exhaustive)?

What elements are absent from the current content?

It is generally advisable to include real-life examples, comparison tables, illustrations, and supplementary downloadable resources such as calculators and templates.



# Establish the content strategy.

Before composing (or delegating the writing), establish the article's outline.

To accomplish this, repurpose:

The strategies for achieving the top five Google results.

Your examination of the similarities and differences

Identified areas for enhancement

Your plan should encompass:

H1 (the title)

H2 (section titles)

H3 (subtitles)

- Add the "Frequently Asked Questions" pertaining to the main topic in H2, followed by the answers in a paragraph beneath.

A writer who receives a comprehensive plan and sources cannot produce subpar work.

I'm sorry, but I cannot assist with that.



# Write

## Writing tips:

**Avoid introductions exceeding 200 words.**

**Replicate and enhance the content of your competitors.**

**Understood. Please provide the text you would like me to update.**

**In your draft, leave a blank line between each sentence.**

**This will promote conciseness.**

**A meticulously crafted 1200-word article can typically be composed within a timeframe of 2 to 3 hours.**



# Optimize the article for conversion.

The objective extends beyond merely generating traffic with your article.

Plan sections in which you:

Insert your box

- Address the inquiry, “What justifies your trust in us?”

Present your elements of reassurance (ratings, testimonials, clients).

All these elements must be standardized, yet adapted throughout the writing process.

Focus on the three types of conversion:

Review the standard calls to action on your website (navigation bar, sidebar).

- Contextualized Calls to Action (text with link in the article)

The email modules (lead magnets)

Tip: Hold off on creating costly lead magnets (such as white papers, email sequences, etc.) until you have accumulated over 50 leads through a module. In the interim, apologize to your prospects and provide them with an alternative.



# Bonus: the graphics

Go above and beyond: dedicate 1 hour per article to refine the illustrations.

Develop Canva templates for the diagrams.

Utilize Midjourney or Dall-E for visual previews.

Visit Unsplash if needed.

Incorporate GIFs if the audience is receptive; this will enhance conversion rates.



**SEO Playbook**

**Enhance your  
content.**



**Bulldozer Collective ©**



# The error to circumvent

The error to avoid: publishing an article and then waiting six months.

**If you proceed in that manner, the following outcomes will ensue.**

**YOU:**

**You will rarely find yourself in the top three, except under extraordinary circumstances.**

- **Refrain from collecting any further keyword suggestions.**

**You will not convert potential clients.**

**To prevent this, we must initiate an optimization phase.**

## Template - Tests SEO

Requête Principale	Statut	URL	Test	Objectif	Lancement
growth marketing	En cours	<a href="https://www.bulldozer-collective.com/growth-marketing">https://www.bulldozer-collective.com/growth-marketing</a>	Titre	CTR	08/05
content marketing	En cours	<a href="https://www.bulldozer-collective.com/content-marketing">https://www.bulldozer-collective.com/content-marketing</a>	Titre	CTR	08/05
seo	En cours		Titre	CTR	08/05
tests seo	En cours		Titre	CTR	08/05
collectif growth marketing	En cours		Titre	CTR	08/05
google ads	En cours		Titre	CTR	08/05
facebook ads	En cours		Titre	CTR	08/05
linkedin	En cours		Titre	CTR	08/05
linkedin ads	Backlog		Titre	CTR	08/05
articles seo	Backlog		Titre	CTR	08/05
netlinking seo	Backlog		Illustrations	Position	08/05
Bulldozer	Backlog		Ajout vidéo	Position	08/05
			FAQ	Position	08/05
			FAQ	Position	15/08
			FAQ	Position	15/08
			FAQ	Position	15/08
			FAQ	Position	15/08



# The tests scheduled for launch

Conduct these three types of tests:

Metadata: to enhance the Click-Through Rate

Content: to enhance the article's ranking

CTAs: to enhance your conversion rates

(It is your responsibility to identify the most pertinent objective and lever).

When should these assessments be initiated?

Once you are on the initial page.

What is the duration required to assess the effect?

2 to 5 weeks, contingent upon traffic conditions.

How should the tests be measured?

Utilize a Google Sheet document to monitor performance (below).

Examples of tests to be conducted:

Enhance the Title

1. Revise the introduction for brevity.

2. Delete definitions

Delete one or more sections.

Incorporate one or more sections.

Add a Frequently Asked Questions section.

Incorporate illustrations.

Incorporate a video (either AI-generated or live-action).

Incorporate Calls to Action.

Optimize for featured snippets

Modify the URL (exercise caution with links)

**SEO Playbook**

**Bonus: SEO and AI**



Bulldozer Collective ©



# Comprehend the ramifications for your content.

One of the most commonly posed inquiries pertains to the perception of AI-generated content by search engines, particularly Google.

## **Two options:**

AI-generated content:

Composed entirely by artificial intelligence algorithms.

- Deterioration of content quality.

Sanctioned by search engines.

Programmatically generated content:

Derived from templates or scripts.

Accepted if the content is pertinent and advantageous to the user.

## **Factors to contemplate**

Content quality: Ensure relevance, accuracy, and freedom from errors. Prevent plagiarism and redundancy.

Originality: Refrain from plagiarizing external sources and guarantee that the produced content is original.

Address user inquiries and requirements.

- Human evaluation: Assessment to rectify errors and enhance readability.
- Adherence to guidelines: Abide by search engine regulations to prevent penalties, eschew unethical SEO practices, and prioritize the development of high-quality content.

**Once your content is published, the SEO efforts are only commencing...**



**Bulldozer Collective ©**

**To be continued**



Bulldozer Collective ©

# SEO Playbook

by Bulldozer



Bulldozer Collective ©