

YOUR *SIMPLE* GUIDE TO S.E.O

A nutritionist specific non jargon guide

WHO AMI?

whatbox
creative
design

My name is Sadie Graham, I'm 35 and a Freelance Graphic & Brand Designer based down in the sleepy countryside village of Upper Beeding, where I live with my partner and dog. I've worked alongside Zest for over 6 years, creating and developing all the beautiful work you see today.

I've worked with thousands of nutrition practitioners, all over the world helping build their brands, websites, marketing materials and much more. I've worked in the design and marketing industry for 14 years, and have designed for a variety of different industries as a freelancer.

As the principal designer for Zest4life I am responsible for most of their branded materials, including logos, websites, ebooks, forms, quizzes, challenges, recipes, badges and everything in between! I work closely with the senior team to ensure that all the resources are top notch.

In this book I'm going to break down the complexities of SEO and tailor it to the nutrition industry! Enjoy!



TYPES OF WEBSITES

I'm going to try and not overload you with heaps of information that you don't really need to know... Here's the first thing. There are different categories of websites, you guys will mostly be categorised as "Portfolio". Which means it's all about you and your products / services.

The other main types are:

Editorial / Blog (Magazine & newspaper sites)

E-commerce (clothes shop, online store sites)

Directory (Facebook, Gumtree, search sites)

Then there are subtypes like "educational" etc. Each main category of website will rely on different things to achieve ultimate search engine optimisation.

There are a lot of very specific aspects that you need to cover to achieve what we call "domain authority", which essentially means a website that Google trusts, as a good informative site. Everyone wants to achieve "domain authority", and although the steps aren't hard, there are a lot of them and it demands as much time as you can give it!



KEYWORDS

What is a keyword?

Keywords are words that you strategically pop into your content on your website to describe what you do. Essentially they are the words that people Google to find something... for example, I would type in “Vegetarian Restaurants Brighton”, to find vegetarian restaurants in Brighton, so any vegetarian restaurants will want to make sure they have these “keywords” in their website... but this is just me, someone else might type in “Meat free restaurants near me” - so they would also be keywords!

How many shall I put in?

As many as you can, in both your content for your site and your blog / recipes. But don't forget that as a Nutrition Practitioner, you're a 'Portfolio site' and for you, keywords aren't the be all and end all of your SEO. It's Editorial sites who rely heavily on keywords for their SEO, and we're talking anything from 30,000 keywords per article and uploaded every hour or so!!! So put as many keywords in as you can in, sprinkle them through your text across your website and read on to learn that there are a variety of other things you can do to give yourself “domain authority”.

Keyword examples

Also try and cut down rambling text that doesn't get straight to the point.. (remove unnecessary words).. those are highlighted in red!

“ Do you **often** feel **overweight**, or struggle with **anxiety** over how you look and feel? Do you **suffer from diabetes**, or **regularly find you're having trouble** with your **hormones**? Are you yet to discover how the right **balance of nutrition** and lifestyle can change your **health and life**? The one size fits all **diets**, simply don't work, I specialise in creating **bespoke nutrition** and **lifestyle plans**, built around you to a budget that you can afford. ”

Keyword ideas

Pop your keyword ideas down here.. what do you think people will Google to find you? Include any and every describing word you can, including symptoms, and don't forget area and location as well, these are really important (i.e. Brighton, Hove, Worthing, West Sussex, East Sussex, Online etc etc). Even though many of you are working online in virtual clinics, location keywords are still important. Writing down your keywords, will help you when it comes to writing the text for your website!

Nutrition
Hormones
Diabetes
Nutrition Plans
Bespoke

2 BLOGS

Make them regular!

Blogs only really have an impact for you if you keep up with them, if you're posting recipes, news and articles twice a week at least, ensuring that keywords in your blog are relative to what you do, for example the word "nutrition" should be linked back to your homepage, or if you write "weight loss" in an article about something, link it back to your programmes page.

Make sure you're breaking down big streams of text with titles and loads of photos. If you have the chance, there is something called an 'alt tag' which is essentially the name of the photo, if you have the capacity to change that to the title of your blog... definitely do that!

Common misconception

As you have a "portfolio" site and not an "editorial" site, unless you're popping up an article an hour with 30,000 keywords in it... your blog is only going to be a jigsaw piece of your overall SEO puzzle. It doesn't matter in any way what platform or tool you use to build your website or blog, and don't let anyone tell you differently! :)

BLOG TIPS

1. For Zest4life members, there's oodles of incredible content on the Zest4life Resource Centre to give you ideas for Blog posts. Pick out articles from e-books, newsletters and recipes and adapt them to use as your blog posts! NOTE Be sure to use your own voice and writing style and make it fit with your own brand.
2. Use www.unsplash.com for photos if you're struggling, they are free to use commercially and used by some of the top international brands. Original photos are always better for SEO though!
3. Promote your post on social media once you've published it!
4. Think up sharp and interest-catching headlines... so "How to slim down for summer" isn't as interesting as "5 hot tips for summer slim down"... it suggests that it's going to be a quick and punchy read, as nobody really has time to real through mind-flattening amounts of text!



2 CODE

The dreaded CODE

I'm not going to blind you with useless knowledge here, this is tough going and there's no getting around that.. but you have certain things called Meta-tags and schema that are broadly speaking a language Google speaks and should really be on your website. It's not the MOST essential thing in the world, I mean your site will happily merry along without it... it's only if you want to climb the ladder of SEO, that you'll need it. Now what makes this even worse, is that all websites are different when it comes to putting code in. So ask your web designer to:

1. Make sure all the page titles and descriptions are up to date / written with your keywords
2. If they could please do your Meta-Tags
3. If they could also do you Schema (JSON-LD code) - some charge extra for this
4. If they could submit your site map to Google - some charge extra for this
5. If they could insert your tracking ID from Google Analytics - some charge extra for this

These 5 things even your cheapest most green website designer should know how to do, if they give you any excuses (at all!) then my advice would be to find a different one!

Set up Google Analytics

This is another supremely easy thing to do.. type “Google analytics” into Google and it should be the first thing that pops up. Create yourself a free account, by following the instructions, get your tracking code to give to your designer! - How to find your tracking code:

1. Sign into your account >
2. Click Admin >
3. Select your account from the “account” column. >
4. Select property from the menu in the “property” column. >
5. Under “property” click “Tracking Info” >
6. Click “Tracking Code” and it will be displayed at the top of the page! It starts with the letters UA.



4 CLICKS & STICKS

What??

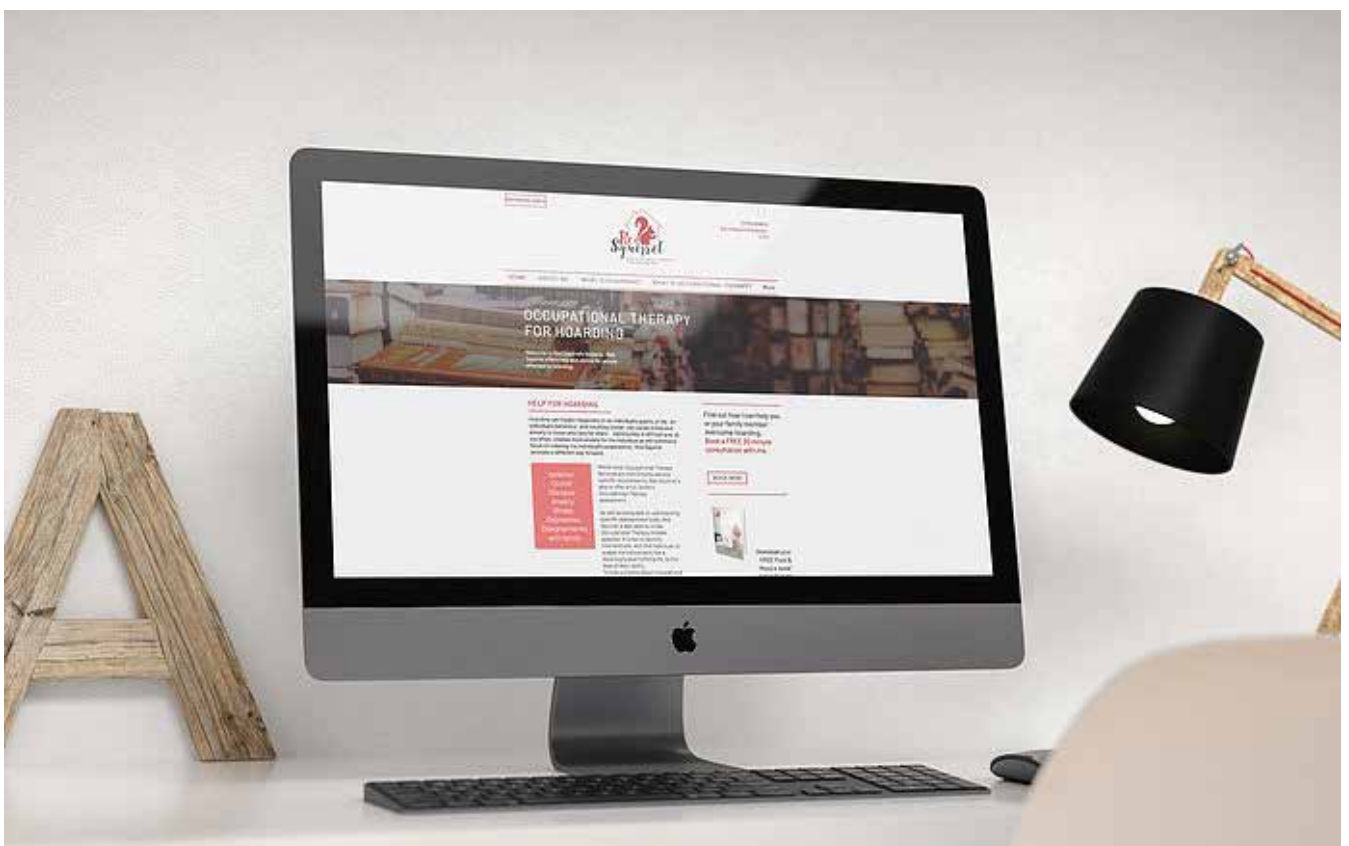
Okay I just made that title up, so if you tell your designer you're after "clicks and sticks" they'll think you've been on the gin. What I mean is, for some really good SEO, what you need is "traffic", which means people clicking onto your website, and what I mean by "sticks" is people actually sticking around on your website long enough, for Google to think..."hold on a minute, this website is getting attention... it must be important... let's put it up a bit"... that's exactly what we call..."Domain Authority" where Google thinks that your website is more important, so hikes you up the ranking!



How??

By having a strategically designed, engaging website, with a pathway to your ultimate goal.. which for you will be - booking a free call. If they aren't ready to do that, then at the very least download an ebook. I'm sure you've all been on websites where you click on it, and found it too complicated or not enjoyable or engaging for one reason or another and just clicked off it straight away? This is what we want to avoid! It's a bit like when you go into M&S and they lead you around all the bits of the shop they want you to look at, calmly and without you realising, you now have armfuls of candles, jumpers and a nice new, highly unnecessary centre table setting and you're £125 down...it's psychology.

Not only do you need highly effective design, but you also need to promote your website, you need to make sure there is fresh new content going onto your website on a monthly basis, this will give you something to promote socially and keep people engaged! - Change your ebook and promote your updates and offers on social media with engaging content.



5 BACKLINKS

Easy peasy

A back-link is SUPER important and the more you get the higher you'll climb. A back-link is simply a link from someone else's website, back to yours.

Getting back-links

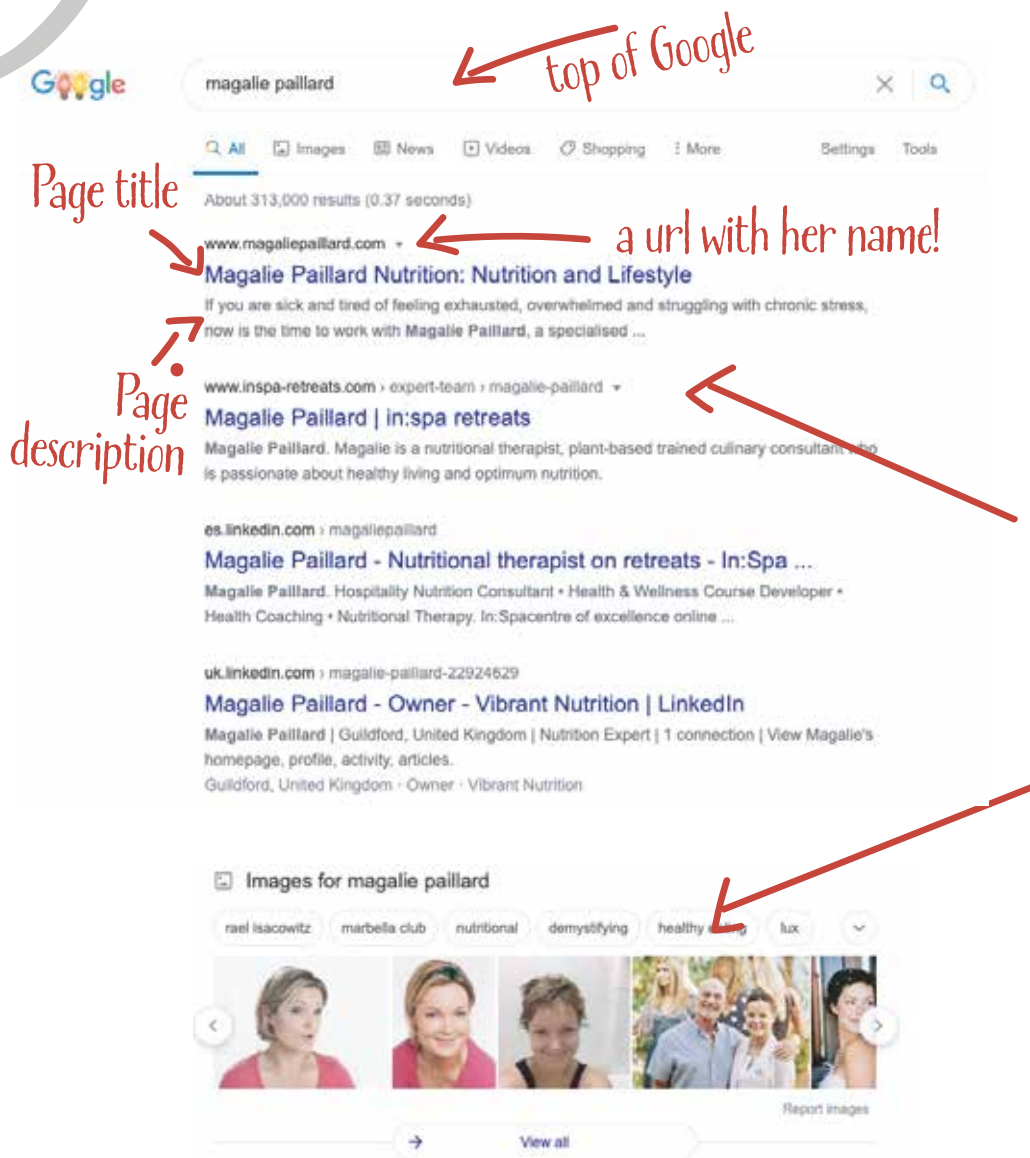
Sign up to as many reputable listing sites as you can, the likes of Facebook, LinkedIn, any membership sites you're a part of, the Zest 'Find a Nutritionist' etc. Once you've proudly sat back and dusted your hands of that one, then you can start working out how you can get on other people's sites. For example.... do you work with corporates? - can you get a link on their website? - have you asked?

Are you collaborating? - ask for a link on their site, in exchange for a link on yours!

Guest posting

This is great if you have a blog you need to promote (and gets you backlinks along the way) - Head to google, type in - **nutritionist "guest post"** - then all the sites calling for people to be featured on their website will pop up! From a quick search, here's one that I found: <https://www.healthnutritionist.co.uk/guest-post-promotion>

Backlink case study!



This is Magalie. As you can see she's top of Google for her name, then she has a URL named after her, as well as a page title and description!

Then a load of images come up, which shows they have 'Alt Text' - so they've named the images "Magalie Paillard", and under this you have BANT. So you can see that she's not relying just on her own SEO for her own website.

SOCIAL MEDIA

It can be an absolute droll thinking up posts for your social media... Here's a few ideas, dos and don'ts and a calendar to help make it less of a labour!

How social media helps you....

It amplifies your content distribution, to a wider audience... It increases visibility of you as a brand...It increases traffic to your website, making Google think you're more important...It gives you the chance to see what content people engage with and what they don't...

Do

- Make sure your social media page is complete. Fill in the info for "about, telephone, etc.
- Try and keep your branding consistent, by using colours you have in your brand.
- Share valuable and interesting / relevant content from other sources with your comments
- Make a broad plan of what you're going to promote / say over the next 2 months.

Don't

- Overcook it. Facebook: 1 p/day, Instagram: 1-2 p/day, Twitter: 15 p/day
- Don't use engagement bait (like and share to win) Facebook is CRACKING DOWN and will demote your rankings and search ability if you do this!
- Sell sell sell, nobody likes to be constantly sold to, keep it relatable. Sell but only every now and then.

SOCIAL MEDIA

This little number is from the Marketing Institute, and might help you build a voice when it comes to posting on social media!

What voice are you? - You'll probably relate to 1 or 2 of these!

Voice characteristics	Description	Do	Don't
Passionate	We're passionate about changing the way the word works.	Use strong verbs. Be champions for your industry. Be cheerleaders	Be lukewarm, wishy-washy. Use passive voice
Quirky	We're not afraid to challenge the status-quo and be ourselves	Use unexpected examples. Take the contrarian viewpoint. Express yourself	Use too much slang or obscure references. Use jargon, overplayed examples. Lose sight of the audience and core message.
Irreverent	We take our product seriously; we don't take ourselves seriously.	Be playful. Use colourful illustrations and examples	Be too casual. Use too many obscure pop-culture examples
Authentic	We're going to give you the tools and insight you need to make your job easier. That may not always be through what we are selling	Be honest and direct. Own any issues or mistakes and show you will address them. Stick to your word	Use marketing jargon or superlatives. Over-promise or Oversell

Example Social Media & Website content planner to help with your SEO!

1 FB: What's your favourite sugar? - Did you know... include infographic about what sugar does to your body	2 FB: Are you a sugar addict? - Take my online quiz! - click here ...	3 Website: "5 Quick sugar swaps" FB: Promote blog post	4 FB: Sugar swap recipe FB: Upload personal photo about what I've done today	5 Website: "Create Sugar Challenge banner / page" FB: Launch Sugar Challenge Start 12th	6 FB: 3 sugar secrets you didn't know... Secret 1	7 FB: 3 sugar secrets you didn't know... Secret 2
8 FB: 3 sugar secrets you didn't know... Secret 3 FB: Upload personal photo about what I've done today	9 FB: Promote challenge in local groups	10 FB: Sugar swap recipe FB: Upload personal photo about what I've done today	11 FB SC: Challenge starts! FB: Last chance to join my sugar challenge.. starts tomorrow!	12 FB SC: Challenge starts!	13 Website: "Change Ebook to Boost Mood" FB: Promote new ebook	14 Website: "Mental Health & Food" FB: Promote blog post
15 FB: World Mental Health Day - How do you care for yours?	16 FB: Share international news story about Mental Health	17 FB: 5 Ways to look after your m/health FB: Upload personal photo about what I've done today	18 FB: 5 Ways to look after your m/health FB: Upload personal photo about what I've done today	19 Website: "5 great immunity foods you didn't know about" blog FB: Promote blog post	20 FB: What have you been cooking up this lock down? Show me your dinners!	21 FB: Upload personal photo about what I've cooked today
22 FB: Explain the hype about Vitamin D	23 Website: "Supplement that covid hates!" blog FB: Promote blog post	24 FB: Open Forum - ask me anything! Have you got a nutrition / health question? Post it below!	25 FB: 5 simple food swaps.. use infographic	26 Website: "recipe" post FB: Promote recipe and talk about why it's great	27 FB: Tell me your favourite binge worthy food and I'll give you the healthy alternative! drop your comments below...	28 FB: Weather's getting colder.. do you feel hungrier? 5 reach for fridge snacks to keep you going! Website: "snacks" post
29 FB: Upload personal photo about what I've done / cooked today	30 FB: My favourite supermarket brands and why..	31 Website: "recipe" post FB: Promote recipe and talk about why it's great				

SOCIAL MEDIA

I can't think up that much content

It looks a lot doesn't it! but actually it's not. It's really just a few things, that have different titles.. so here's a few ideas on where to get your ideas from!

Awareness Days - International days like: Mental Health Awareness... (Zest4life Resource Centre has them all covered)

5 top tips for.... - everyone loves a quick read!

Recipes - Don't forget to include a few of those every month!

Blog posts - There are tons in the resource centre to give you ideas!

Repost news - Is there something national happening you should comment on?

About them - Relate to your audience by asking them questions

About you - Make yourself relatable by posting about what you've been cooking etc

Events - Post about your challenges

Give advice - Now and then offer up some advice in a local community group

Inspiration - Look at other people's content.. but don't copy it.. you need to be authentic

Share the love - Share posts from other people in your niche.. (just don't let them link to their website!)

Run a Poll - Hold a Facebook poll.. ask a question and see what people say!

Publish a video - Make a video of yourself chatting away about something (don't make it too long!)

Reviews & testimonials - Publish testimonials from clients (don't forget to get permission)

Quick Tips - Publish a quick tip

Meme - Everyone loves a funny meme... once in a while!

Celebrate / Congratulate - Wish everyone a Happy Easter or Merry Christmas

Myth buster - Post a fact behind a commonly thought myth!

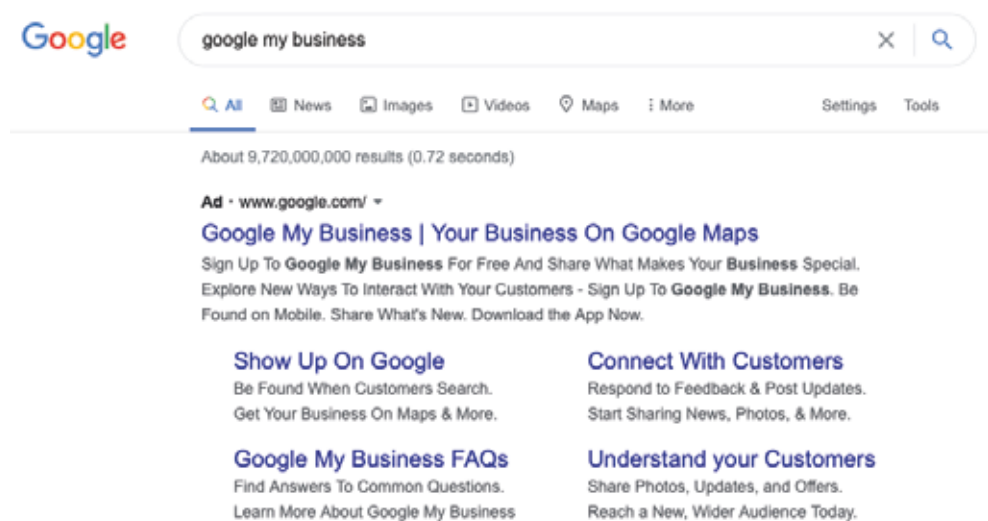
Social Media & Content Planner

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

GOOGLE BUSINESS

What is Google business?

It's free for a start... which is always great! 100% get on this! It doesn't take long to set up, and makes your business more visible, authoritative and accessible. Simply type into Google "Google My Business"



Click on what should be the first result to come up, as shown above, and follow the steps to setting up an account. It will ask you your address so Google can send you a verification postcard, to ensure that your business is real and stops any old soul just randomly creating fake business accounts. You can then upload photos, add in your business information, your logo, etc.

SEO

TOP TIPS

Design & Content

Have a strategically designed, engaging website, with a pathway to your ultimate goal..

Updating

Update your site regularly with fresh content, new ebook downloads, new blogs or recipes to stop your site going dormant

Correct information

Make sure all your business information is up to date, your phone numbers are right, email addresses etc, on Google, Facebook, any listing sites like BANT etc. Google will know if they don't match!

Blogging

Doesn't matter what blog platform you use, if you're going to do one, create fresh content which is linked to pages on your website and update it at least twice a week.

Click throughs

Drive drive drive.... Drive traffic to your website as much as you can without coming across as forceful and salesy... no one likes to be sold to! An easy way to do this is popping up a really interesting quick read blog or recipe

SEO

TOP TIPS

Mobile friendly

Make sure your website is just as easy for people to navigate on their mobile phones as on their desktop. You might need to remove some content!

Alt Text

You can rename each image on your website to tell Google what it contains. This is Alt Text, and something you should make sure your designer does!

Backlinks

Try and get a link from other big websites back to your website, local and national press, membership sites etc. Offer to write articles for them, or add yourself to the profile or listing option!

Keep people on your website

The idea is to keep people on your website for as long as possible. Use clear language, not too much text, use white space and beautiful imagery to entice people... Keep away from over egged or laboured messaging, the world is changing and people don't have a lot of attention for pages and pages of text!

Coding

Ask your designer to input the coding mentioned on P6!

SEO

TOP TIPS

Optimise your website

Make sure the images and videos you're uploading to your site aren't BIG HEAVY files (50MB) for example... It will slow down your site!

Include keywords in your URL

If your URL is: **www.nutritionist.co.uk/myprogrammes**, make the words after the / short, and use a keyword where you can!

Tagging

When doing your blog or recipe posts or Social media, stick some tags in there! If I wrote a blog called "5 quick sugar swaps" my tags would be #sugar #sugarswap #nutritiontips #toptips #quicktips #sadiethenutritionist #5sugarswaps etc etc etc, you can have as many as you like! Just add them onto the end of your post!

Google

Get yourself set up with a Google Business account, and a Google Analytics account!
- They are free and easy to do.

Internal website links

Make sure relevant text (like the word "Programmes" in a paragraph, links to your programmes page, and your images link to a page as well!



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THANKS
FOR READING!

Thank you for reading, I hope you found this ebook helpful! If you need any help or would like to book a free design consultation, email me at:

whatboxcreativdesign@yahoo.com