



What I do **BEFORE**
Implementing a
SEO *Strategy...*

SWIPE





**Create +
Establish
Campaign and
SEO Goals**

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My Goal Setting Process:

- 1) Establish KPIs
- 2) Ideal Customer Profile
- 3) Identify Competition
- 4) KPI Tracking Tools

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1) Establish KPIs:

First -

Start with Big Picture KPI Goals:

- Create Leads
- Generate Sales

Find out how to track these:

- Hubspot Deals
- SalesForce Wins

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1) Establish KPIs:

Next:

Establish SEO Specific Metrics:

- Google Rankings
- Google Search Console Impressions
- Organic Website Traffic

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1) Establish KPIs:

Last -

Alignment:

-Get Customer Approval



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2) Ideal Customer Profile:

First -

Ask for ICP:

- Demographics
- Business Details
- Customer Behavior
- Pain Points

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2) Ideal Customer Profile:

No ICP?

Create One with Customer:

- Demographics
- Business Details
- Customer Behavior
- Pain Points

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3) Identify Competition:

First -

Create a List of Competitors:

-Collaborate with Customer

-Use Tools to Research

Competitors on SERP

My Tools: SEOwind, SEMrush,

Agency Analytics

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3) Identify Competition:

Next -

Analyze Competitor Sites:

- Identify Keywords
- Analyze Backlinks
- Look for Content Gaps with Missing or Low Ranking Keywords

My Tools: SEMrush, Majestic

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4) Set Up Tracking Tools:

First -

**Gain Access to Client Tools that
Measure KPI Goals:**

- Hubspot
- Salesforce
- Keap

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4) Set Up Tracking Tools:

Next -

Integrate Client Tools with:

-Website

Set up Conversion Tracking:

-Use KPI Goals as Conversions
in Google Analytics

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4) Set Up Tracking Tools:

Last -

Integrate All KPIs in One Place:

-Use A Reporting Dashboard Tool

My Tool:

-Agency Analytics

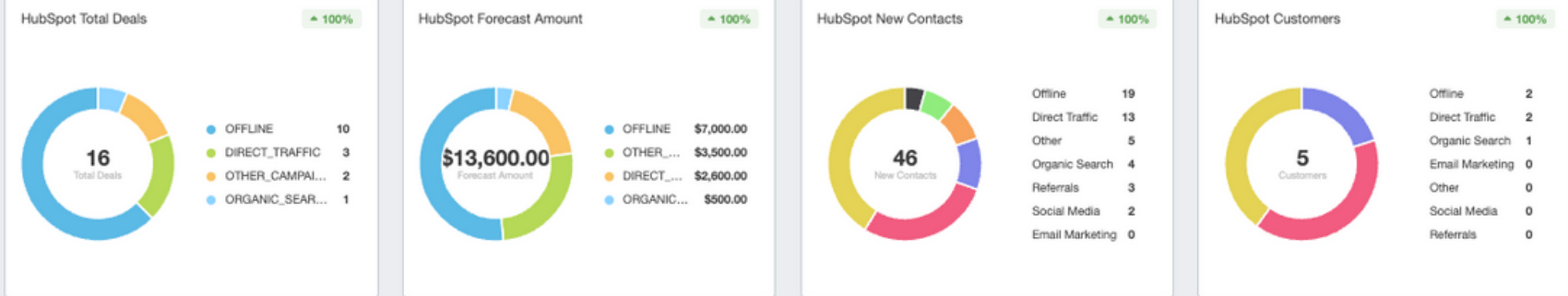
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Hubspot Database

Pipeline

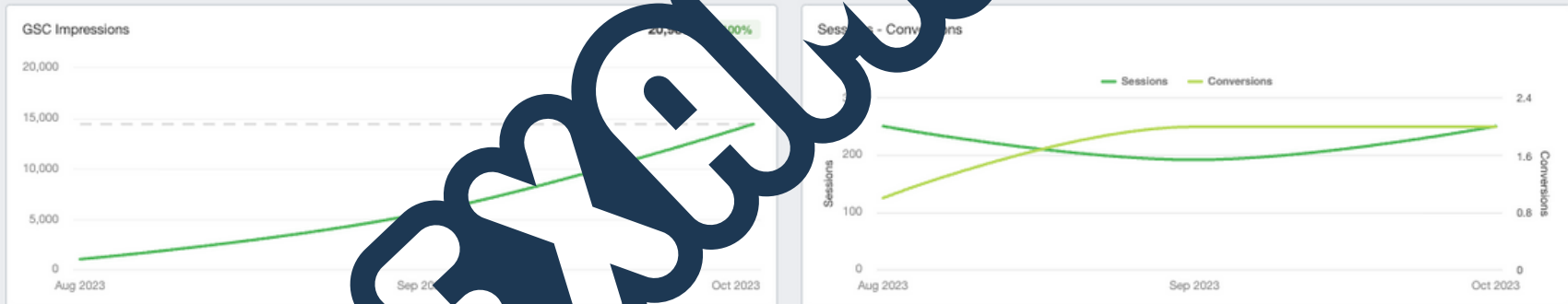
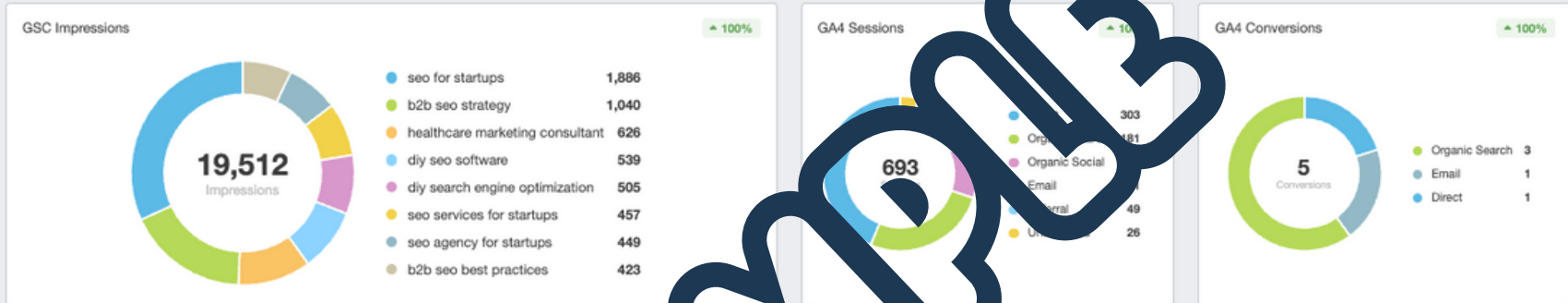
Database



SEO

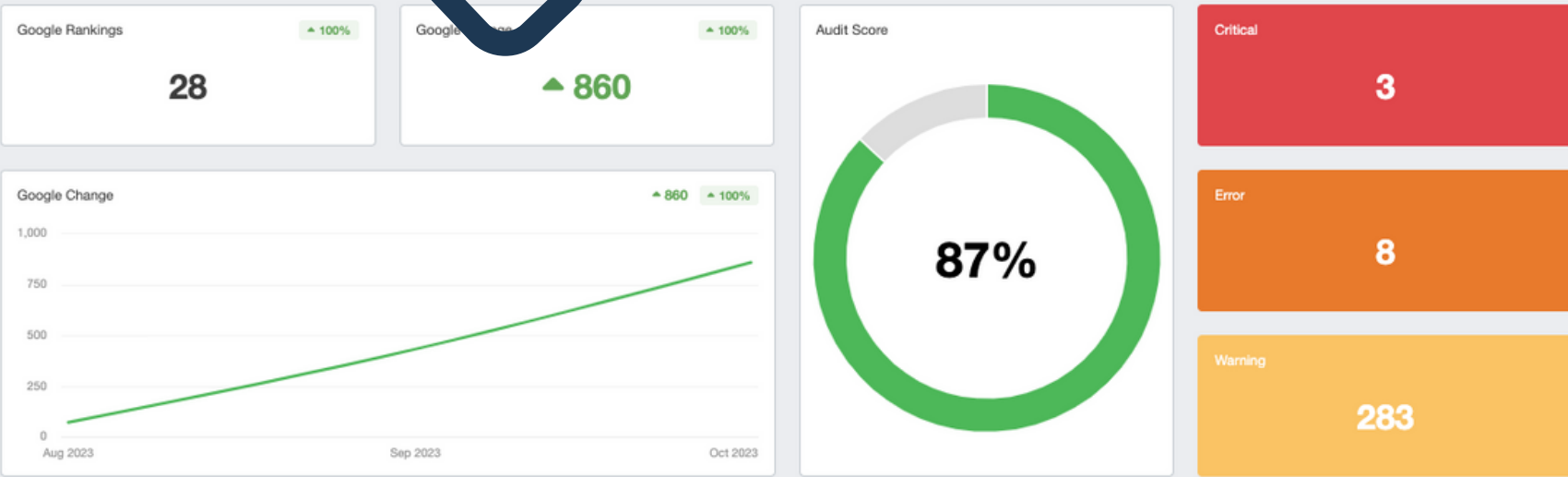
Google Impressions

Website Traffic



Keyword Rankings

Site Audit



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Now We're Ready for SEO

Comming Soon:

“My Process for Keyword Research”



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See Full Blog Post!

Go to:

<https://www.thespearpoint.com/blog>

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Is this helpful?

**What would you
add?**

Questions?

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