

A person is sitting on a rocky ledge, looking out over a vast, hazy landscape. The person is wearing a light blue shirt and dark pants. The landscape features rolling hills and a distant, hazy horizon. The sky is overcast with soft, grey clouds. The overall mood is contemplative and serene.

STOP SHOUTING INTO THE VOID

Why You Need SEO

@PolkaDotInnovations

Creating content,

ESPECIALLY A BLOG POST

sometimes feels like

SHOUTING INTO THE VOID



What if you could
shout

INTO A CROWDED ROOM

instead?



Or broadcast to

A WHOLE BASEBALL STADIUM OF PEOPLE

INTERESTED in what you had
to say?



A high-angle, wide shot of a crowded trade show floor. Numerous people are seen walking, standing in groups, and interacting. In the background, there are various booths and banners, including one for 'workfront' in orange. The scene is brightly lit, typical of a large indoor exhibition space.

What if you could announce your message to

A TRADE SHOW

FULL OF PEOPLE THAT ARE READY TO BUY

exactly what you're selling?

**THAT'S THE POWER OF
SEARCH ENGINE
OPTIMIZATION (SEO)**

Create the kind of

**CONTENT THAT PEOPLE
WANT,**

and increase your odds of getting in front of your
ideal customers



WHAT KIND OF CONTENT DO PEOPLE WANT?

Research keywords by:

- Volume
- Intent
- Difficulty

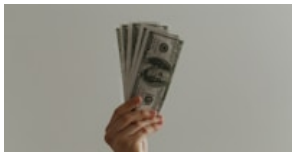
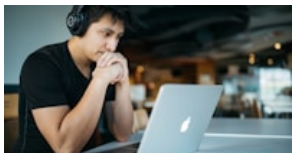
SEARCH VOLUME

Find out how many people
are searching for the
keyword

i.e. How many people
are at the trade show

It might be more or less
than you think!





SEARCH INTENT

Find out what's motivating the search

i.e. Did folks at the trade show bring their wallet?

There are 4 types of search intent

- Navigational
- Informational
- Commercial
- Transactional

KEYWORD DIFFICULTY

How hard would it be to
“rank” for this keyword?

i.e. How many other vendors are
at the trade show already selling
from established booths?



👋 HI, I'M ANGELA

I started a blog late last year. It only has about a dozen posts so far but . .

TWO posts have organically ranked on Google!



I'M NOT TALKING
ABOUT THE FRONT
PAGE

but I am pretty proud of reaching positions
#26 & 58 with my budding blog.



POLKA DOT
INNOVATIONS

*Compassionate, Strategic,
Sustainable Growth*

Shameless plug: Check out
my blog!

I've been learning SEO with
Semrush Academy (not
sponsored)

I trialed their SEO
software and I was
blown away by what the
site audit revealed!



SEO IS ABOUT MORE THAN KEYWORD RESEARCH

There are technical issues to consider too!

**My teeny, fairly new
website already
had:**

- broken links
- missing meta descriptions
- missing H1 tags

All issues that could be
impacting my reach.



BUT MOST OF IT WAS EASY TO FIX!

I'm a numbers gal who
loves tech, so I geeked
out exploring all the
different stats and
reports in Semrush



**STOP WORRRING ABOUT POSTING
MORE CONTENT, AND START
FOCUSING ON POSTING THE RIGHT
CONTENT.**

I've only been learning SEO for a few months, but

**IF YOU WANT TO LEARN
MORE, CHECK OUT
SEMRUSH'S BLOG OR
ACADEMY (BOTH FREE!)**

Hm, it's like they figured out how to drive prospective customers to their site for information before they're ready to buy. Sounds like a good idea! 😊



Thank You!



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