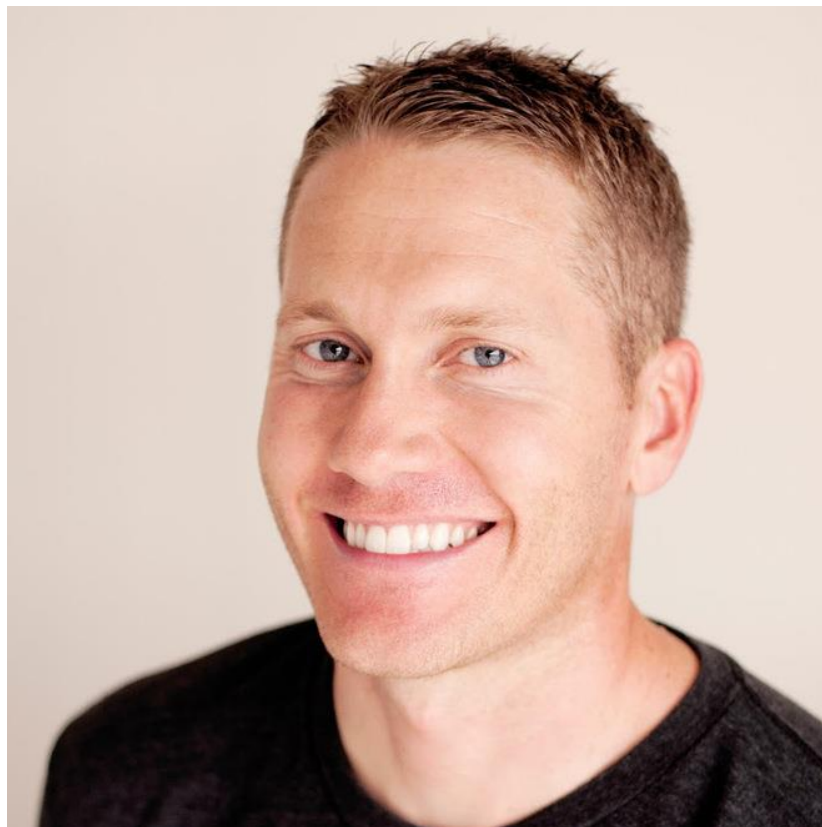




Presents:

Podcast Interview Episode 108 SEO is EASIER today than it has EVER been - With Court Tuttle



By: Leslie Samuel



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Introductions

[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]

LESLIE: Hello, hello, hello and welcome to another episode of [Learning with Leslie](#), the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I am talking about one that will thrive no matter what gets thrown at it.

I'm your host Leslie Samuel from BecomeaBlogger.com where we're changing the world one blog at a time. As usual, I have another exciting interview for you today. I'm on the line with Court Tuttle from TheBlogBuilders.com. Court is someone I first met online and then, in person at the [New Media Expo](#) in Las Vegas, Nevada.

He is an expert in [search engine optimization](#) and has been living off SEO since 2005 back in the good old days. With all the changes to Google's algorithm, I thought I'd get him on here to share some of the best practices that you and I as bloggers can implement to not only protect ourselves from these wild and crazy changes but, to also get as much traffic as possible from the "big G" which is Google.

We're going to tackle how to do SEO on today's Internet. That's what we're going to talk about today.

Court, my man, how are you doing man? Thank you so much for joining me. How is it going?

COURT: Doing really well, man. Thanks for having me.

Does SEO Still Really Matter?

LESLIE: No problem. I'm glad to have you on here. So, you've been doing search engine optimization since 2005, is that correct?

COURT: That's correct, yes. It's been a long, long time.

LESLIE: That is a long, long time especially when it comes to the Internet.

There is so much happening today and my question is this, and this is something that I've heard people talk about back and forth but, is search engine optimization still relevant today with all of these changes that are happening with Google's algorithms.

COURT: That's a really good question. You know what, I think that SEO is more relevant than it's ever been and it's also easier than it's ever been before unless you're a spammer. If you're a spammer, it's a lot harder than it's ever been. So, if you have a legit site, if you have a blog that's a high quality blog, it really is easier than it's ever been.



LESLIE: Okay, we need to unpack that a little bit because you are saying that search engine optimization is easier today with so many people dropping out of the search engines for this reason, for that reason. You're saying it's easier. How is it easier?

COURT: In 2013, there are two big magnifiers that are in play that weren't in play in the past. Number one is Google Updates have been getting rid of more and more spam sites and low quality sites all the time. They're just gone. People that would have been there in front of you in Google, they're just not there anymore.

Number two is that the number of people that you can put your content in front of is so much bigger now than it's ever been because of [Facebook](#), because of [Pinterest](#), because of [YouTube](#), because of [iTunes](#) like social media and social platforms have made it. So, you can get your stuff in front of so many people and it can get shared all over the place.

That makes SEO a million times easier because back in 2005, 2006, 2007, even like 2008, you had to create a really cool piece of content, you had to go out and personally tell everybody about it. And, that's not the case anymore. You create something awesome now, it can get shared all over the place.

And so, it just makes it so much easier than it was when I started. When I started, it was just a really tedious manual process. Now, it can be a lot more automated if you have a high-level quality in your work.

LESLIE: Okay, so if your content is crap, it's going to be hard for you.

COURT: Way hard.

LESLIE: Much harder than ever before because Google is getting smarter. But, if you are creating great content, it's easier to get in front of a lot of people today than it was before and that helps with search engine optimization.

COURT: That's exactly right, yes.

How Court Got SEO Savvy

LESLIE: Okay, that sounds like something we're going to have to unpack in terms of going into the step by step. But, before we go into the step by step of search engine optimization, I want my audience to get a good idea of who you are and kind of where you're coming from. So, what were you doing before you got into all this Internet-ty type of stuff?

COURT: Yes, that's a good question. I was actually doing retail. I was working at Radio Shack. I was just one of those guys who dreamed of doing something on my own. I was making \$9 an hour, and I just always thought, I got to do something. Back then, originally, my thought process was I just got to do something to make an extra \$500 a month. That would change my life. That's what I thought. So, I was just one of those guys, a dreamer and hoping that I could figure something out.

LESLIE: Okay, so you're working at this job and dreaming about all the different things that you can do to make this huge \$500 a month and change your entire life and how did you get from there doing stuff on the Internet?

COURT: I got lucky originally. It all happened really fast.

Here is the basic process. I had a friend who started working at a marketing consulting firm. We were both in college at that time. He got this job. They were teaching how to do online marketing stuff so that, he get to teach other people how to do it. He told me about it and I was just immediately fascinated by it. I wanted to learn how to do it.

So, I kept talking to him about it and I think he saw my passion for it and he was like, "Man, I can probably get you an interview if you wanted to."

I was like, "Yes, okay absolutely." So, he ended up getting me in an interview. I got a job there and that's how I got started. They started teaching me the basics of how marketing on the Internet work and long story short, I started doing my own stuff while I was there. I started my own sites and one thing led to another and before too long, I was just completely on my own, just running my own sites.

LESLIE: Okay, so you found out what he was doing and it immediately captivated you. Can you think back and maybe think what about it captivated you while you were working this other job? What was the thing that said, "Oh man, this is so exciting, I want to get into it."

COURT: Absolutely. [Google](#) was big back then but, it's nothing like it is now of course. But, [Yahoo](#) was also big. So, he started telling me about what they do to get sites to show up high in Yahoo and in Google. To me, that was so captivating because I could immediately see, "Okay, well obviously, if I can have a site, if it shows up high in Google and in Yahoo then, I'll get a ton of traffic to that site. I have no idea what to do with that traffic but, if I get people there then, I have to be able to do something with it."

So, he and I would just talk about it and he was like, "Yes, well, here are some of the stuff that people do." He told me about [AdSense](#), how that works, how people get paid to get clicks. And so, it just started this whole passion. I just wanted to figure out how that works because I could see that the benefits could be huge if I can become one of those people who got to the bottom of that.

LESLIE: Got you. So, you started working at this firm, you started learning about Internet Marketing and then, you start doing your own thing on the site. What was your own thing on the site? What were you actually doing?

COURT: The first site I started was actually a cellphone review site. I picked that based on my background. I had sold a lot of cellphone working at Radio Shack and I knew about a lot of phones. And, I knew about it in detail really well. So, that's what I knew. I was like, "I'm just going to start doing this. I'm going to review phones. I'm going to tell people like what's good about the phones, what's bad about the phones." That's what I started with.

LESLIE: I'm curious, is that site still around?

COURT: It's not. No, I got rid of that site maybe in 2008.

LESLIE: Okay, now were you the type of person that was working on one site or you had multiple sites? How was that working for you?

COURT: I started originally with one but, between 2005 and now, I've had probably maybe 100 at least, or maybe 200.

LESLIE: Oh wow! Oh, that's a lot of sites, man!

COURT: Yes [*laughs*].

LESLIE: And, what were you doing at that time to monetize those sites?

COURT: Originally, I started with Google AdSense and then, I switched for a while to Yahoo's version which isn't really around anymore. It was called Yahoo Publishing. I did that for a while. And then, it just has been a process of going from that to doing affiliate marketing to even selling banners like with CBM marketing which is when you get paid just according to how many impressions you can give on the ads and then, created my own products. I had done everything out at this point.

LESLIE: Okay, so it was start with one and making some money with that. Were you making money with that while you were working at your day job?

COURT: I was, yes. I didn't leave my day job until I was making about \$5000 a month, somewhere in there.

LESLIE: Got you. And, was that something that was intentional? Were you the kind of person where you're saying, "Okay, I want to make sure that I'm covering my expenses with what I'm doing online and then, if I'm covering my expenses then, I'm comfortable," or you did it for a certain amount of time. How was that thought process in your mind? How did that go?

COURT: Absolutely, so I just thought I wasn't really the risk taker type. Like I wanted to build it on the side until it was big enough that I could pay all my bills and that stuff. So, I just worked at night after work. I worked on Saturdays. My job was pretty open. My schedule was open. If I was on a consulting call then, I was expected to do my work. And, if I wasn't, I can work on my own stuff. So, I did a lot of it at work, too. But, that was my thing. I just wanted to make it big enough that when I left and did that on its own, that I'd be fine. So, that's how I approached it.

LESLIE: Okay, you're starting these sites. You're doing these reviews. You're starting multiple sites, maybe even 200 sites like a crazy person. But, things didn't just stay at that level. How did things evolve over time?

COURT: Things started to change a lot. The main thing that happened that was a fork in the road from what I was doing then to what I'm doing now is that friends started asking me about what I was doing and how I was doing it. Just close friends of mine, people who, and this was especially true after I left my job and started working from home. People just kept asking me, "How did you do that? How do you get traffic? How do you set the sites up? How do you pick topics for sites? What do you build sites about? How does this work?"

I actually started teaching that to a few of my friends just at home, offline. And that group started to grow. So, at first, I was just teaching one person and then, it was two people, and then, it was five people, and then, it grew more and more. More people started to want to get involved with it. And so, eventually, that kind of got out of hand.

It just got to where I can't really do it anymore like I had people who I have been working with for a few months and then, I had brand new people and there are all in one room all at the same time and I'm trying to teach them how stuff works.

So, it just got out of hand. So, I thought this was mainly in 2007, and I thought you know what, I'm going to put all these lessons online so these new people can just go there and read the stuff, here's how it works and I'll do that.

I created a site that taught people how to do the stuff. That was a pretty big fork in the road. It led me to what I'm doing today which is teaching people how it all works, how SEO works, how to get traffic through SEO to your site. That's how it all led to where I am right now.

TheBlogBuilders.com

LESLIE: Your current blog right now, or your main hub is the TheBlogBuilders.com, right?

COURT: That's right, yes.

LESLIE: And, what's going on at that blog? What is it about?

COURT: Basically, it's a place where I can teach people about SEO. It's SEO for bloggers, though because there's not a lot of places out there where you can really learn in-depth SEO if you're a blogger. There are great SEO resources if you're a company like [SEO Moss](#) and there's some really great places but, my passion is to teach individual people who do it on their own and so, that's The Blog Builders is all about.

It's actually pretty new. I launched the Blog Builders just a couple of months ago. It's gone really well so far. People really like it so far. I actually have planned out a blog SEO school with a lot of modules like really in details stuff that I'll be launching pretty soon. That will be a great resource for that.

LESLIE: It's kind of exciting to me because honestly, I have some of the basics of search engine optimization taken care of and then, I just ignore everything else [*laughs*].

COURT: Yes.

Getting More Interaction for a Relatively New Blog

LESLIE: Part of it has to do with time. I don't want to be going all over the place doing a bunch of research and all that kind of stuff but, I like what you're doing and you say that this blog is a couple of months old?

COURT: Yes, it's a couple of months old now.

LESLIE: It blows my mind because I'm looking at your articles right now. I see the most recent one was a podcast with 31 comments. The one before that is 85 comments and I see someone in your blog with a hundred and something comments. I'm blown away that such a relatively young blog is getting so much traction so fast.

Before we get into the details of how to do SEO, just tell us the secret man. How do you start a blog in such a short period of time and get so much interaction?

COURT: I think a lot of it has to do with, there are a couple of things at play that are really making that work well.

Number one is actually Pinterest. Pinterest has just been huge for me and three months ago, I had never had a visitor from Pinterest in my life but, I have a bunch of friends, my sister and some of her friends, they have this really high-level blogs that are around creative niches.

Pinterest, like they literally get hundreds of visitors every month from Pinterest. So, from talking to them, I thought, you know what? Pinterest could be huge for me. I'm just going to try it out. I have been and it's been an incredible source of traffic. So, I think that's one of my really big ones.

LESLIE: And, we're not going into the details of that yet.

COURT: Right.

LESLIE: We're going to talk more about it but, this is one of those cliffhangers that we're going to give people. Anyhow, as you were saying...

COURT: Pinterest have been huge and the second thing that has been really huge is getting other people involved.

For example, my most recent post is a podcast that I did with, it's my first podcast and I did it with a friend of mine whose name is Beckie Farrant. She's a big deal in the creative blogging world and so, I interviewed her and talked to her about her success. Just from getting her involved in that, she shared the podcast episode with her audience which is very large and got a lot of people to listen to it, and that exposed a lot of people to me. That's the same thing happened with Becky and I and my sister have done a few Google hangouts where we've invited a bunch of people to come and talked about blogging and just how you get better at it. That's been a huge thing, too. We've had other guests that come on.

It's just like my audience has grown real quick because of those things. So, just getting other people involved, Pinterest, social media, it's grown really fast. I feel really fortunate for sure.

LESLIE: Awesome stuff and that's some great takeaways for anyone that's trying to get their blog up and running fast and get some good interaction. **Connecting with people** really, even connecting with people that have audiences already, that's a way of kind of jumpstarting yourself into having a successful blog in a relatively short period of time.

What we're going to do now is we're going to switch to the second part of this interview which is actually a mini-version of that you are trying to do in terms of this class that you're putting together for SEO for bloggers and we're going to dig into some of that stuff right now.

SEO for Bloggers – a Mini-Tutorial

LESLIE: I'm blogger. I want to make sure that I am fully taking advantage of SEO right now. It's 2013. Somebody might be listening to this in 2015 or whatever but, I want to fully take advantage of all that SEO has to offer. Where do I start and can you walk us through that process?

COURT: Absolutely. You need to develop two primary skills and one is getting your work, and when I say work, I mean basically your blog posts and your blog home page,

getting your work shared and linked to. That's a huge skill that you have to develop. To be honest, that's the main skill. And so, there are different things that are involved in that are involved in that. I'll break that down briefly in just a minute.

Number two, it's creating content about topics that people already search for. People search Google everyday, 100 million times a day. You've got to be able to create content for your site that matches up with that stuff that is already being searched for. You got to know how to work in the correct terminology into your post so that, it lines up with what Google is looking for.

So, those are the two main skills you need.

LESLIE: Okay. The first one that you said, getting your stuff shared. When I think search engine optimization, I typically think social media.

COURT: Right.

LESLIE: What's the link between the two?

COURT: Okay, so the main link between the two, Google still, in 2013, the primary way they decide which web pages are the best web pages and therefore, the web pages that will show up the highest in Google is links. Who links to those web pages? Where social media and sharing comes in is it's a number scheme.

If you can create a really great piece of content and put it out there, and say a thousand people see it on Pinterest and 3000 people see it on Facebook, and 500 people see it on Twitter, well, just exposing that content to so many people makes it so in blogs, in forums, in other websites, people will end up linking back to your content.

Just having that social sharing and exposing that piece of content to so many people will naturally result in links and on top of that, search engines try to look at what's happening on social sites to find the best content also. That's especially true with Google and Google+ and then, with being in Facebook. Google and Google+ are very much connected and being in Facebook are very much connected.

So, just getting that content from so many people makes it so your content gets linked to and whoever gets linked to the most from the best locations is who shows up the highest.

LESLIE: All right, I want to drill even deeper into these topics. You mentioned the two things making sure your stuff is shareable. So, that brings in the social aspect and also creating content that people are looking for.

I want to take the second one and dissect that first and then, we're going to go to the icing on the cake, getting your stuff out there in terms of social media and I know, specifically Pinterest, you've had some success with and we'll dive into that a little deeper.

So, creating content that people are looking for, how do we go about doing that specifically when it comes to search engine optimization?

Creating Content Using SEO

COURT: Okay, that's a really good question. So, the first thing is just becoming aware of keywords and how they work. A keyword is the words that people search for in Google. If you can become aware of what people are searching then, you can make a map of all the different topics that could be covered inside your niche and you could planned out content for your sites and you can get keywords into posts the way you need to.



LESLIE: What's the best way to go about doing that?

COURT: Actually, I use the Google Keyword Tool. If you search for it in Google, search for [Google Adwords Keyword Tool](#). It will come up first. So, I use that tool and basically what's

cool about that tool is it allows you to see how many searches are happening every month in Google for specific keywords. So, that's the tool I use and I just plan it out.

In my case where I'm talking about blogging, there's all these different topics that come in like blog SEO and how that works. That leads to all these other topics that people

already search for like how to rank in Google? How to make your site show up in Google? There are a million different ways that people are already searching for content like what's in my head? I just have to use the tools to find out what those searches are.

LESLIE: I want to make this as practical as possible. I just went to the Google keyword tool. I logged in with my Google account. I'm a Biology blogger. I'll be looking for all kinds of content to come up for Biology. What do you recommend for me to do? I'm looking at this tool right now.

COURT: Okay, so the first thing you have to do, let's just make a quick configuration change so, you get the right data. The first thing you have to do, it's over on the left side of the tool. You're looking for the match types and you want to un-select "Broad" and select "[Exact]."

LESLIE: Okay, and if someone is listening to this right now, you can actually, well, if you're listening to it in your car, you can't do this or please don't do this but, when you get back to your computer, come to the computer and continue to listen to this episode because we're going to walk through some practical steps that you can take.

I've selected "[Exact]" as the match type.

← → ↻ https://adwords.google.com/o/Targeting/Explorer?_c=8172152864&_u=2847102464&_o=kt&ideaRequestType=

Google AdWords

Home Campaigns Opportunities **Tools and Analysis** Billing My account

Tools

- Keyword Tool
- Traffic Estimator

Placement Tool

- Contextual Targeting Tool
- Include terms (0) ?
- Exclude terms (0) ?
- Match Types ?
- Broad
- [Exact]
- "Phrase"

Help

- Help Center
- Search help center Go

Find keywords

Based on one or more of the following:

Word or phrase

Website

Category

Only show ideas closely related to my search terms ?

[Advanced Options and Filters](#) Locations: Philippines ✕ Languages: All Devices: Desktop

Keyword ideas Ad group ideas (Beta)

Save all **Keyword ideas (0)**

COURT: Awesome. Okay, and then, so you would know your space better than I would. So, what's the topic that you have already blogged about?

LESLIE: Let's go with the function of the heart.

COURT: Okay, awesome. Let's look at that a few different ways. Let's type "heart's function." I need to put each keyword in separate lines. "Heart's function," enter, "function of heart," then, "function of the heart." I'm looking for it too here so that we can see the same thing.

LESLIE: So, you put different variations of what you are trying to cover.

The screenshot shows the Google AdWords 'Find keywords' tool. The 'Word or phrase' input field is highlighted with a red box and a red arrow pointing to it, with the text 'Type the words/phrases in separate lines' written in red. The input field contains three lines of text: 'heart's function', 'function of heart', and 'function of the heart'. Below the input field, there are fields for 'Website' (www.google.com/page.html) and 'Category' (Apparel). There are also checkboxes for 'Only show ideas closely related to my search terms' and 'Advanced Options and Filters'. A 'Search' button is located at the bottom of the form.

COURT: Yes, exactly.

LESLIE: Okay.

COURT: Then, go ahead and click search.

LESLIE: I have searched.

COURT: Okay, cool. So, basically, what we can see here, Google is going to show you, so we searched for three phrases and we're going to see those first just right on top. And then, it's going to give us a whole bunch of related phrases below that.

You can configure the tools. You can see different columns. The one you really want to be able to see is the Google search network. As long as you can see that, you'll be able

to see how many times per month each of these phrases are searched for on Google.com and on Google's partner sites.

The screenshot shows the Google Keyword Planner interface. At the top, there are input fields for 'Word or phrase' (containing 'heart's function', 'function of heart', and 'function of the heart'), 'Website' (www.google.com/page.html), and 'Category' (Apparel). Below these are filters for 'Only show ideas closely related to my search terms', 'Advanced Options and Filters', 'Locations: Philippines', 'Languages: All', and 'Devices: Desktops and laptops'. A 'Search' button is present. The main results area shows 'Search terms (3)' and 'Keyword ideas (272)'. A 'Columns' dropdown menu is open, showing options like 'All Columns', 'Competition', 'Global Monthly Searches', 'Local Monthly Searches', 'Ad Share', 'Google Search Network' (which is circled in red), 'Search Share', 'Approximate CPC (Search)', 'Local Search Trends', and 'Extracted From Webpage'. A red arrow points from the text 'you want to make sure to check this' to the 'Google Search Network' option.

Usually, the first thing I do after I do the search is I sort the column by the number of searches. So, to do that, you just click Google Search Network at the top of the column.

LESLIE: Okay.

COURT: And as you can see --

LESLIE: I just want to point something out really quick. Just now, I clicked on it and what it did is it reversed it. So, the lowest were at the top but then, I clicked it again and now, it's showing me the highest numbers at the top.

COURT: Yes, which is what you want. Cool.

LESLIE: Okay.

COURT: So, with this search, you can see that it's giving you a pretty broad, are you seeing "Heart Attack" and "American Heart Association?"

LESLIE: Yes, I am.

COURT: Cool. So, it's pretty broad if you do it this way. This helps you to get ideas for other stuff that you could possibly create content around. If you want to see stuff that's more specific, you can go back up just under the search box and you select "Only show ideas closely related to my search terms" and search again.

The screenshot shows the 'Find keywords' interface in Google AdWords. At the top, there are navigation tabs: 'Opportunities', 'Tools and Analysis', 'Billing', and 'My account'. Below these, the 'Find keywords' section is active. It includes a 'Campaign: Click to select' dropdown. The 'Word or phrase' input field contains suggestions: 'heart's function', 'function of heart', and 'function of the heart'. The 'Website' field contains 'www.google.com/page.html' and the 'Category' field contains 'Apparel'. A red oval highlights the checkbox 'Only show ideas closely related to my search terms', which is checked. Below this are links for 'Advanced Options and Filters', 'Locations: Philippines', 'Languages: All', and 'Devices: Desktops and laptops'. A blue 'Search' button is at the bottom. At the very bottom, there are tabs for 'Keyword ideas' and 'Ad group ideas (Beta)', and a 'So' button.

It will break it down to stuff that's more closely related to what you typed in originally.

Now, you're going to see a list of a whole bunch of phrases that are related to your topic. So, it's your job now to go down through and pick out the ones that are the most that fit with the content that you plan on creating so that, you can get them into your blog post.

LESLIE: Okay so, I'm actually going to de-select that, "Only show ideas" because they were showing some things that looked interesting to me but, when I selected that, it wasn't show it anymore. And, for example, now I'm seeing that something that searched for much more than just function of the heart is cardiovascular system.

COURT: Yes.

LESLIE: So, would it make sense then to instead of just naming my blog post, the function of the heart, I can say something like the *Function of the Heart in the Cardiovascular System?*

COURT: Oh, absolutely. Absolutely.

Keyword ideas		Ad group ideas (Beta)					
Add to account ▾		Download ▾		View as text ▾		View in Traffic Estimator ▾	
						Sorted by Google Search Network ▾	
						Columns ▾	
Save all		Search terms (3)			1 - 3 of 3		
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Google Search Network			
[function of heart]	Low	2,900	480	590			
[function of the heart]	Low	3,600	390	480			
[heart's function]	-	-	-	-			
Save all		Keyword ideas (272)			1 - 50 of 272		
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Google Search Network			
[heart attack]	Low	135,000	2,900	5,400			
[picture of heart]	Low	9,900	4,400	4,400			
[lungs]	Low	60,500	2,900	3,600			
[parts of the heart]	Low	6,600	2,900	3,600			
[cardiovascular system]	Low	49,500	2,900	3,600			
[heart disease]	Low	60,500	2,400	2,900			
[heart pictures]	Low	27,100	2,400	2,400			
[human heart]	Low	40,500	1,300	1,900			
[congestive heart failure]	Low	90,500	1,300	1,600			
[what is language]	Low	9,900	1,600	1,600			
[regulatory system disease]	Low	4,400	1,600	1,600			

LESLIE: Okay, I like that. What I like about this is it's not as detailed as necessarily, I'm going into [Market Samurai](#) and I'm doing a ton of keyword research. I'm just really doing something that takes a minute or two and I have more information that can help me to structure the titles of my post and my content in a way that makes sense based on what I was already doing but, am including things now that will even enhance the number of people that can find it.

COURT: Exactly.

LESLIE: Awesome. I like it. All right, anything else I need to be aware of with this?

COURT: That's pretty much how I use this tool. So, on top of that, the other stuff that I do is I just try to create maps for different pieces of content that I'm planning on. So, I always look through the list of keywords here and just see if there was anything that I could use in future posts as ideas for posts or as ideas that I could add to posts I already have. So, it's just keeping track of the different pieces of content that you want to create and what keywords you could potentially use for that content.

Choosing Which Keywords Brings Most Traffic

LESLIE: Got you, got you. That makes a lot of sense. Anytime I talk about keyword research and so on, people always ask the same question, "What number should I be looking for?" What's your answer to that?

COURT: I've answered that question 50,000 times. I actually am not a huge believer in you need to see a specific number for this to work. With this one, we're looking at "function of the heart," I can see a whole bunch of like if you added up all of the phrases, it would be a pretty decent size number. But, "function of the heart" is not that big of a number on its own which is it's a thousand which is totally fine. Basically, what I want to see is just I want to see that there is search volume there.

A thousand is great for a post. That's 33 people a day and if you are able to get 20 people a day on this post, that would be awesome. And, if you added up all of the numbers in here, it can turn into a pretty big thing.

If you think about if every blog post you ever created got 50 people, that can add up to a huge number.

LESLIE: Definitely.

COURT: I'll tell you the way it works is you can get traffic that's much higher than what you're seeing here because people search for so much random closely related stuff. You just want to see traffic. As long as there are numbers here, you're good to go. If it says a bunch of zeroes, it's probably not a very good topic. That's where I differ from a lot of other people. They want to see a whole bunch of numbers. I seriously don't care. I just want to see something.

LESLIE: I like that because I'm not creating a bunch of spreadsheets and making this stuff over complicated. It's simple. I come here. I put in "heart function" and I see, oh, so here are some ideas that can help me craft my stuff that I'm doing.

Where do we go from there? So, we have this information. We have information as to what we can write about and so on. Then, what?

Choosing the Right Title for Your Post

COURT: So, the next thing we need to do is make a post title and you did it perfectly with your example, "Function of the Heart in the Cardiovascular System" because you actually have more than one keyword phrase in that title. The title is inclusive to basically almost two different topics, at least two different keywords. That's super smart

because that just expands the scope of what Google can rank this page for. That's what you want to do.

So, you got to get your keyword in the post title and if it lands well to putting multiple related phrases in the post title, absolutely do it because you'll just make the whole thing more effective.

LESLIE: Okay, and with that, of course, you're trying to make sure that it sounds natural. So, it's not that you're stuffing it with keywords but if it makes sense to include it in a title that makes sense for your audience then, why not?

COURT: Exactly. And in your case it fits perfect. That's where it fits in. It fits in the cardiovascular system. It works perfectly and that's what I go for.

LESLIE: Awesome. Okay, so we have our title. What next?

Structuring Your Post the Right Way

COURT: Then, we got to make sure we want the keyword, so if we are using "function of the heart," we would like that keyword to also appear inside the blog post itself again in a natural way which it's going to be very natural to get that in there.

Then, we want to look at additional keywords that we have. For example, looking at the list of keywords we got with the search, I can see "main function of the heart." The heart does, it has one main thing that it does but, we could easily talk about that without using the word main on this page. That would be a mistake.

We need to make sure the word, "main" is on the page somewhere that will help this page to rank in Google and show up for main function of the heart.

LESLIE: Got you.

COURT: And, that's the idea. So, those are just little bits, little words that we just want to go through and make sure we get them into the post and really, they should be in the post anyway.

This just allows us to show up in Google, in locations where we should show up. This post should show up for "main function of the heart" if it's a solid post that explains the function of the heart.

LESLIE: Got you, got you. So, I'm looking basically at these keywords and I'm saying, "How can I include some of them in my blog post, the actual content of the blog post?"

COURT: Yes.

LESLIE: Okay, when formatting that blog post, what do I need to keep in mind when it comes to header tags and so on, whether I make it a H1, a big header title or H2, or H3, anything with that that I need to be conscious of when I'm constructing these posts and formatting them?

COURT: You know what? Wordpress does a good job of... Wordpress will put it in a heading tag just when you get in the post title. So --

LESLIE: No, but I'm talking about for the actual content of the post not the title but in the content itself.

COURT: Right so, here's what Google will see. If your post title is "Function of the Heart in a Cardiovascular System," then, "function of the heart" should be in a heading tag already, depending on your thing. But then, inside of your post, I would actually just recommend doing what is best for the visitor so, say because it may not work to have "Function of the Heart" in there in a heading tag. If it does then, definitely do it.

LESLIE: Okay.

COURT: But, if it doesn't it's okay because Google has evolved to where they don't really, it's going to make a minimal difference to get that in a heading tag but, it's just not that big of a deal.

LESLIE: Got you.

COURT: So, I would 100% focus on what is going to make this post have the most impact on the people who look at it and that's how I would do my headings and that's how I would structure the posts because that will have a bigger SEO impact than

anything else because those people, if they like it, if they talk about it, if they tell someone else about it, if they drop a link in a forum, if they share it on Facebook, that will have more impact than just having specific bits of texts in heading tags.

Think about your post structure 100% from the reader's point of view and how to have the most impact on that person who reads it.

LESLIE: I like that concept because, in essence, what you're saying is Google is getting much better at being able to give people what they want. If you think about it from your target audience's perspective, how can you format this post in a way that it is the best experience for that person as possible?

COURT: Exactly.

LESLIE: Okay, now my podcast episodes, I've been trying to keep them to around 30 minutes we're at 36 but, we have so much great content here that I'm just going to keep going if it's okay with you.

COURT: Absolutely, yes.

LESLIE: All right, let's fill this thing with some value. We've already done that and I thank you for that. Okay, so we have our titles. We have our keywords that we are trying to, it's not as if we are trying to force them into our post but, it just makes sense to include them into our post.

Using the Right Images for Your Posts

LESLIE: Let's talk a little bit about images because I know that enhances the experience of the person that's reading the content and according to SEO rules, it also helps to a certain extent for that.

How do we go about doing images the right way?

COURT: It really does. So, images can have impacts on multiple levels. Like you said, it can really impact the visitor or the reader of the post which is ultimately what we want to do. That's our highest priority but, also with Biology for example, there is a lot of visual stuff that people could be searching for. They might search for it in Google Image

Search. They might search for it in Pinterest. They could search for it on a lot of different places. So, there are a couple of things with images that you want to get right.

The first thing you want to get right is you want to make sure that if you have keywords that you are focusing on, you use those keywords within your images and here are the different places that I'd recommend using that keyword.

Number one is in the filename itself. So, instead of using like, if you just take a picture with a digital camera and you upload the picture, then the file name is going to be like, like my file names are like DSC1346.jpg. And, no one is going to search for that obviously. So, I will change the filename to "function," and I use dashes but you could use dashes or you could use underscores, "function-of-the-heart.jpg."

LESLIE: Okay so, "function-of-the-heart.jpg."

COURT: Exactly, yes. And, the reason I do that number one is because that's what that picture is. I'm not going to give a picture that name if it's a picture of my wife. It's got to line up but, just using it there makes it so Google knows what that picture is.

We use it there. We use it in the title of the picture. We use it in the alt-tag of the picture and that just makes it so again, Google knows what it is and they can talk, they can list it in Google Image Search so, people can find it if people were looking for images.

LESLIE: Just to clarify there for anyone that's maybe new to Wordpress, when you have your image that you are uploading and you go to upload it to Wordpress, it's going to have a pop-up that asks you what is the image name, what is the alt-tag that you want and you can just enter that in right there and then, click on save and that will be taken care of.

COURT: Yes, and that stuff can also help you with Pinterest because if people pin your post and they use one of your images, then, basically the title will then appear as a caption on Pinterest. So, if you have a post about function of the heart and then, someone pins it, and on Pinterest you have a page that basically, that pin on Pinterest will have function of the heart, it will have that text there, it will have a link back to you so, there's going to be some SEO benefit there.

So, that's why we do it that way.

LESLIE: Okay.

COURT: Yes, so basically, this stuff just makes it so it shows up Google Image Search which can be a huge traffic source depending on your niche and it makes it so we can get some SEO benefit from Pinterest and so that's how you do it. It's pretty simple. There's not anything beyond that they need to worry about with images.

"Not Publishing Orphan Posts"

LESLIE: Okay, now you have a concept that you talk about that you call, "not publishing orphan posts." And, that's a concept that helps even more with search engine optimization. So, can you talk a little bit about that?

COURT: Definitely. Here's the idea, so when most people publish a post, it's just one post at a time. Every other day, they publish a post and they never do anything beyond that inside their site itself. Here's the problem with that with Google.

Google is trying to figure out. Their job is to figure out which pages on the Internet are the best pages about specific topics. And, still today in 2013, the main method that Google uses for that is links. So, they look at what web pages are linking to each web page, where do they link from and they look at the quality of the pages they are linking. They look at how many pages are linking. That happens both inside and outside of your site.

Here's the concept. If you just publish a post, it's not going to be linked to inside your site from very many places. It will be linked to from the category page it's in. At first, it will be linked to from the home page until it gets pushed off. It will be linked to from a tag page if you use tags.

But, that's pretty much it and so, that's a problem because it's going to look like you have less strength to Google. So, what you should be thinking is, "What other pages do I have in my site that I can use to link to this page because I get two benefits from that?" Number one, the readers who read those other posts will come and read this post and number two, it makes that page look more important to Google.

That's what I'm always thinking when I publish a post. Where does this post fit in with all the other posts I have?

If I had a post about the function of the heart like you do so, I would be thinking, this is about the cardiovascular system. What else is in the cardiovascular system? How do the lungs fit in? Do I have a post about lungs and how they work. If so, do I have a post about the cardiovascular system in general? How does this post fit in? Where can I link to it from that is relevant that provides extra value for the people I have and at the same time, it will strengthen this post and I have tested this concept so many times, it will make this post rank better.

LESLIE: What I'm doing there is I'm actually going back in my Archives. I'm going to find that article on the cardiovascular system and maybe, where it talks about the heart, which most likely it will talk about the heart, I will then go to that old post and make that, when it says the heart, link it to this new article that I just published.

COURT: Exactly, exactly right.

LESLIE: Love it, love it, love it.

COURT: It's strong. It made a big impact on my business when I figured this out. It affects you in a lot of ways because you're going to get more page views per visitor if you're doing this well. You're providing more value to people. So, you have a bigger impact on people.

But, at the same time, this post would just look more important to Google. It just looks stronger and it makes sense that it looks stronger because it's being talked about in more places. It looks like a more important page within your site. It is a more important page within your site. So, that's how that works.

How to Make Your Stuff Shareable

LESLIE: Got you. Now, let's talk a little bit about the share-ability thing, making your stuff shareable because I notice this is something that you do in a very interesting way and I really like it especially with the images and how you format them.

Can you talk about some tips to make your content more shareable?

COURT: Absolutely. Like I said before, Pinterest has been just a really big one for me and basically, I just copied what my sister and other people who were amazingly successful at this were doing. The number one tip that I can give with that is in every post you publish, you should have an image that says basically what the post is about.

So, usually, I just use my post title on the image itself with some kind of catchy picture. And, you could see how I'm doing this if you look at most of my posts on The Blog Builders.

An example of that is a post I have that's called, "[Ten Ways to Make Yourself Look Like a Blogging Newbie.](#)" Then, I have an image right at the top that's a chalkboard. It's got basically a bullet list of the things I cover in the post with the title right on top.

So, for sharing that's huge because it makes it so on Pinterest, a person who pins this doesn't have to type anything to tell people what it's about. The image itself says exactly what it's about. So, if people see that anywhere on Pinterest, and that topic appeals to them, they'll click in and look at it. If they like it, they'll re-pin it.



So, for sharing, for me on Pinterest, this has just been huge and again, it's not something I came up with or anything. I'm just copying what other people are doing, people who are really successful with this. So, it's had a tremendous impact.

Like I say, I had never had a visitor from Pinterest in my whole life and now, Pinterest is by far, my biggest traffic source right now.

LESLIE: Got you. If you're listening to this right now, I want you to go over to [TheBlogBuilders.com](#) and go to that post the "Ten Ways to Make Yourself Look Like a Blogging Newbie."

If you're listening to this sometime in the future, come back to my blog and you can get to this interview. I'll have a link in the show notes. But, I really like how you did that because your image says, "Ten Ways to Make Yourself Look Like a Blogging Newbie." It has a little cute picture of a chimpanzee. Then, you have those ten things outlined.

It captures your attention, number one, but it also gives you good solid content and if you want more you can come to your blog. When you click on that pin, you'll come to that blog post and you'll get to read that.

So, I want people to actually go to your blog and see this because just hearing it is one thing but, seeing it is another and when I looked at it, I thought to myself, "Man, that's simple idea that can really make a huge difference, " not just for getting it pinned and getting it shared but, also for the reader that's on your blog. That is something that is very appealing and it captures your attention and it gives you the solid information, solid content.

I just love that idea.

COURT: Yes, it's been working really well. Like you said, I think it makes people take the post more seriously. They see it as a different level of quality if that's there when they get there. So, it also impacts sharing on, like on Facebook. I get stuff shared on Facebook and on Twitter and stuff that I'm not even putting on there myself originally. I'm seeing other people share it before I can share it.

I think that has a big impact. The better you can make stuff visually, the more shareable it is. That's hard for me to do because I am not a visually talented person. So, I actually have to hire this out. But, a lot of people can do this on their own. I wish I was that way but, I'm not. I just don't have that talent. I don't have that ability but, it's been 100% worth it to hire that out.

I consider my blog to have grown really fast so far and that is why 100%.

LESLIE: Got you so, we covered a ton [*laughs*] in this episode. We spoke about how to, first of all, how to become keyword aware by using the Google Keyword Tool, to get information on what people are searching for so that, you can include that in your content and so that, you can come up with content. We spoke about getting your

keywords and your titles, other keywords in your posts, we spoke about formatting your images and making them shareable. We spoke about not publishing orphan posts.

Anything else that we need to keep in mind as we are blogging, as we are creating this content that we hope will inspire others and change the world? Anything else that can help us or is that pretty much the core?

COURT: Just do it. That's the only other thing. Just implement it. I really think that's it. I think that's a solid plan as long as you do it.

LESLIE: Got you, got you. So, TheBlogBuilders.com, that's your home base right now?

COURT: Yes.

LESLIE: Then, you have [The Keyword Academy](#). What's that about?

COURT: The Keyword Academy is, it's similar but, it's a paid membership site. It's greater detail on stuff like how to get links from other sites like how do you actually go out and get other people to link to you?

It's just more in depth about topics like that and it's also, I've got a lot of people over there who just have more basic sites, little niche sites that do a good job covering a very small topic and they are just looking to learn how to promote that. That's what the Keyword Academy is all about. It's just what we have been talking about today but, that site was created originally for people who aren't blogging, just people who have other types of sites.

LESLIE: Got you, got you. And, I see that you just launched a podcast.

COURT: I did, yes. One episode so far.

LESLIE: Episode 1 so far and that's called, [The Blog Builders Podcast](#)?

COURT: The Blog Builders Podcast. You can find that on iTunes or just from my site itself.

LESLIE: Awesome! Lots of value. Man, Court, I am excited about that content that you shared. Thank you so much for coming on here and being so giving with that information.

COURT: You're welcome. Thanks for having me.

LESLIE: Not a problem. Hey guys, so you want more of this kind of stuff? Check him out at theBlogBuilders.com to see what he has going on over there. Lots of good stuff and also the Keyword Academy.

I'll have a link to that in the show notes so, you can check that out also. Thank you so much for checking this episode out. I hope you got a ton of value from it. I know you got a ton of value from it.

As usual, I want to let you know that this program was brought to you by my ten free videos on how to become a blogger over at freebloggingvideos.com where you get to avoid the hassle and stress of not knowing how to get your blog up and running fast.

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