

The 3 Pillars of SEO:

Learn How to Incorporate SEO into Your WP Content and Best Practices

Agenda:

- Intro
- The 3 Pillars of SEO
- How WordPress & AI Saved My Company
- Analyzing Results
- How I Can Help



The 3 Pillars of SEO

- **Introduction**

- Jim Alamia
- Local
- Practicing SEO Since 2003
 - Created the 3 Pillars of SEO Concept
 - I Enjoy the Results and Helping Others Achieve Results
 - SEO is Your Dividend
 - You Can Apply to Any Business



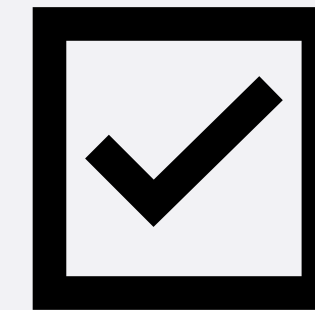
The 3 Pillars of SEO



- **What are the 3 Pillars of SEO?**

- 1. Website Diagnostics / Checks and Balances**

- Website Structure and Overall Strategy
- Page Speed
- Mobile Scores
- Usability Scores
- Technicals: Webservers, SSL, Redirects, Robots.txt, Sitemaps, GTM Tracking
- Social Media Presence
- Platforms and Tools: Wordpress, Yoast, Google Console, Google Analytics, SEO Tools like aHrefs, SpyFu, ChatGPT, AI Copy Checker, Google Profile, Detailed SEO and Other Plugins

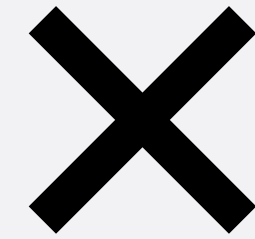


GOOD

The 3 Pillars of SEO

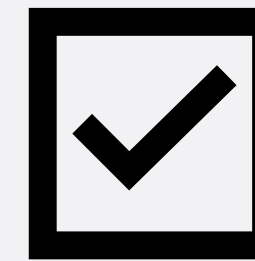
- **2. On-Page Content Marketing Strategy**

- Topical SEO Best Practices
 - Covering all the Questions and Indexed Keywords
- Competitive Analysis and Content Gaps
- Types: Blog Articles, Case Studies, Guides
- Create Concentrated Rich Long Content Articles
 - ChatGPT and Rewrite
 - Tone, Style and Voice
 - Experience, Expertise, Authoritativeness, Trustworthiness
 - Header Strategy
 - 80/20 Internal to External Links
 - Incorporating Keywords and Phrases
 - Call-To-Action
 - Yoast Direction



BAD

Prior March 2024



GOOD

Post March 2024



The 3 Pillars of SEO

- **3. Backlinking Strategy**

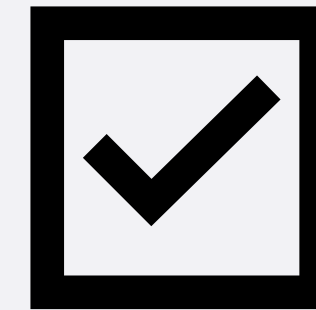
- Ascertain Links on Other Authoritative Websites that Link Back to Your Site & Pages

- How?

- Manual Outreach
- Guest Posts
- Directory Submissions
- Content Syndication
- Statistical Based Articles

- Why?

- Grow Domain Authority
- Own and Control
- More Asset Value



GOOD

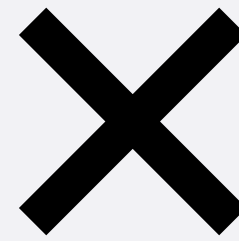
Post March 2024



The 3 Pillars of SEO

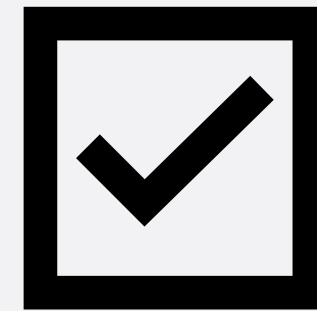
- **How WordPress and AI Saved My Projects**

- Prior to March – Minimal WordPress Skills
- Prior to March – Terrible Content Writer
- What Changed?
 - Developed a Process for Pillar 2
 - Locating Competitor Content Gaps
 - Leveraged AI and other Tools to Create Copy Template
 - Rewrite as a Human and Check
 - Turned the Art of Content Creation into a Technical Practice with Creativity and Expertise
 - Follow Yoast Direction and Suggestions



BAD

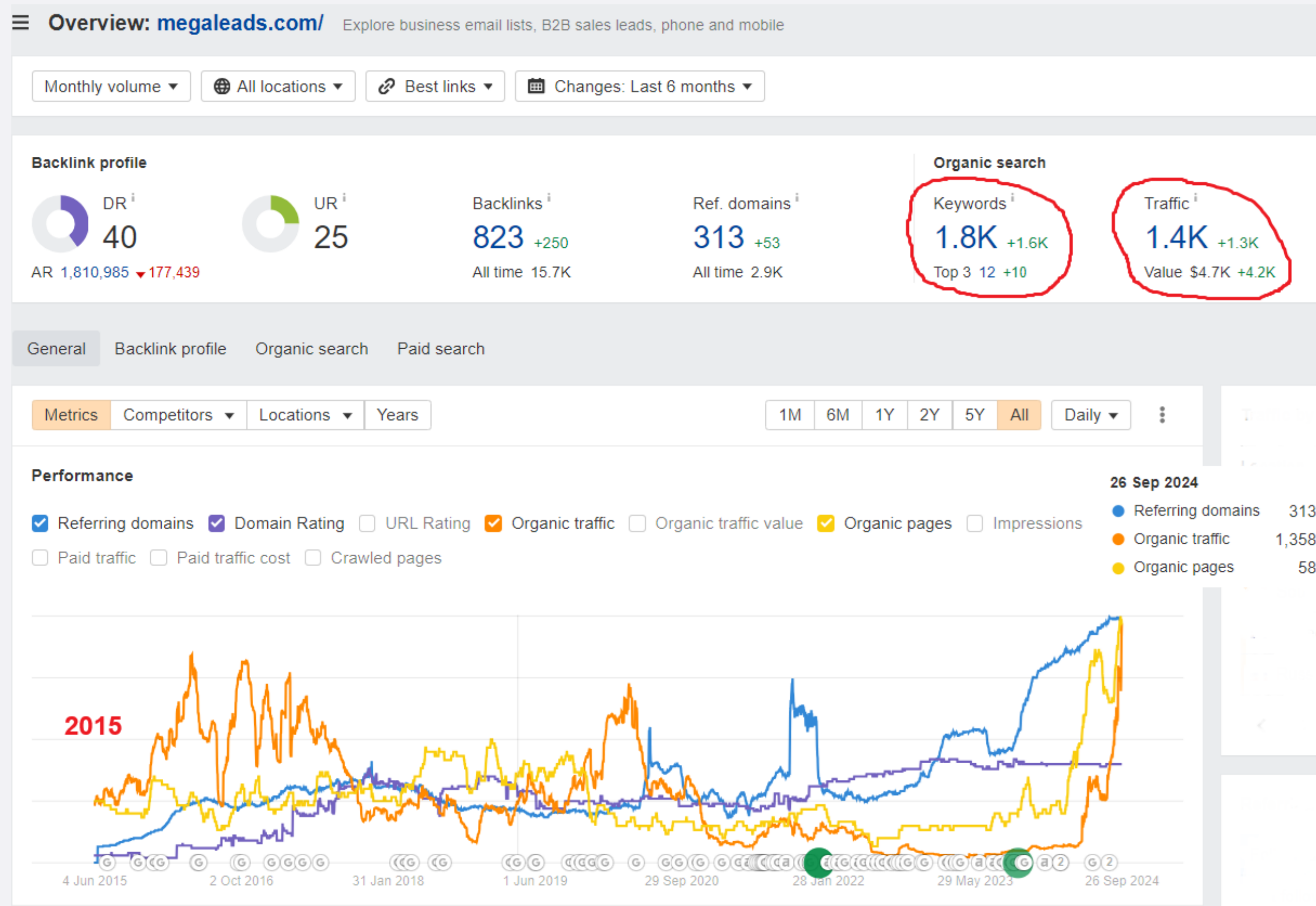
Prior March 2024



GOOD

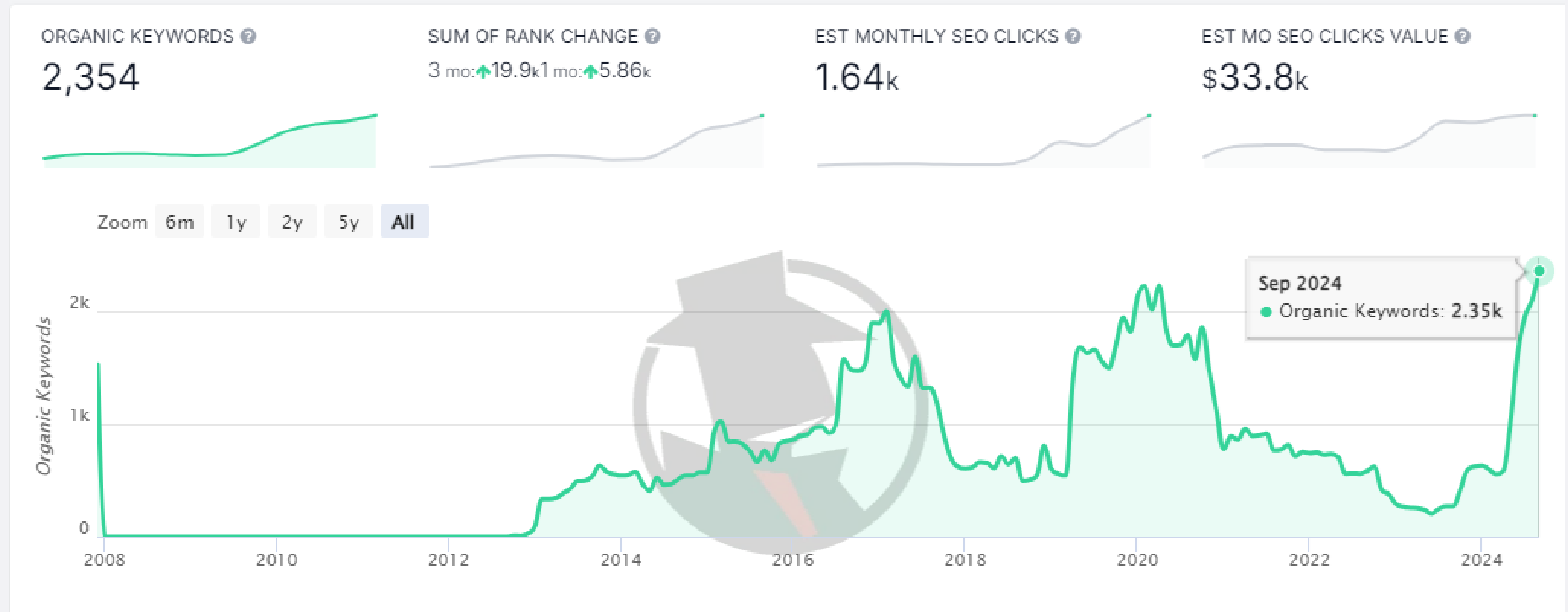
Post March 2024

The 3 Pillars of SEO • Analyzing Results – ahrefs - PROOF

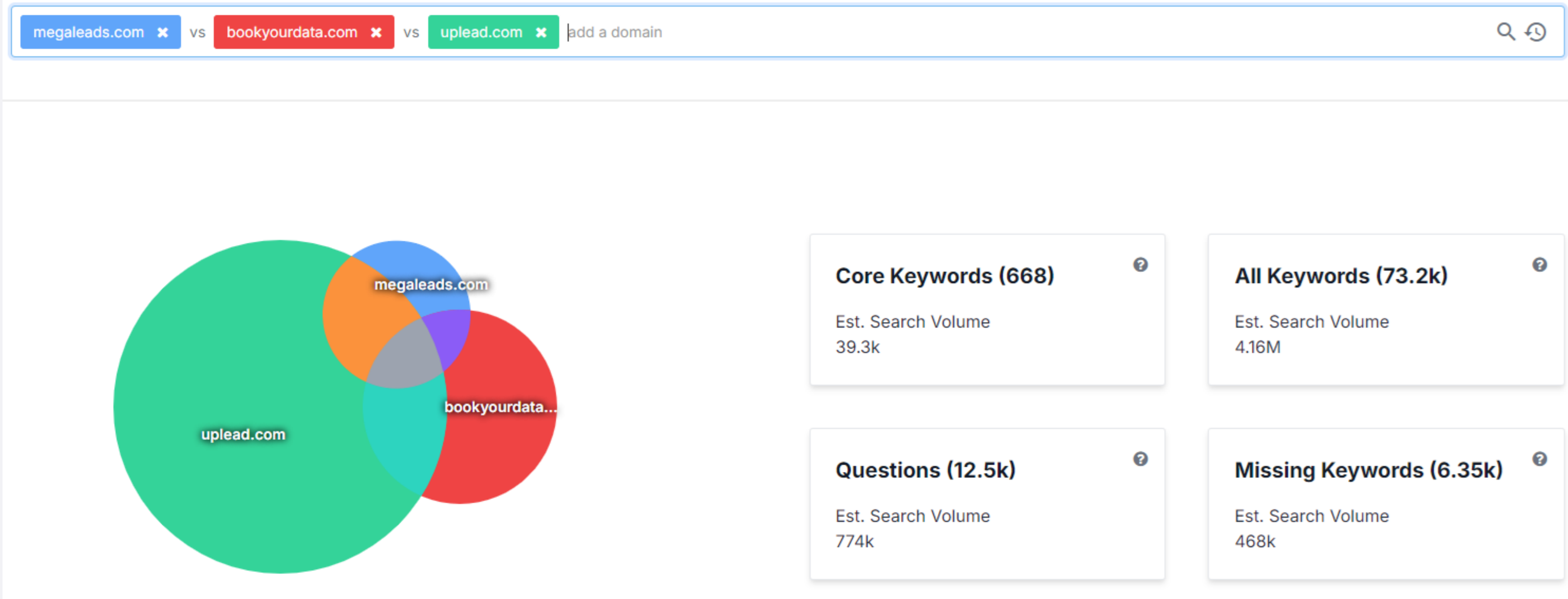


The 3 Pillars of SEO • Analyzing Results – Spyfu 1 – Indexed Keywords

SEO Overview - megaleads.com



The 3 Pillars of SEO • Analyzing Results – Spyfu 3 KOMBAT



Next Steps: Create More Pages and Scale with the Model

The 3 Pillars of SEO

- **How Can I Help**

- Act as a Guide
- Help You See Your Vision
- Help You Overcome Obstacles
- Process – Measurable and Manageable Pieces
- Grow Profits
- Thank You!

Jim Alamia

jim@megaleads.com

201-290-1003