

CONTENT-LED **SEO**

START HERE

MODULE 1 LESSON 1

WORKSHEET

WORKSHEET

Start Here

In this lesson you saw how a proven system is the key to success with SEO.

Without a system, you have to put the pieces together from random blog posts and YouTube videos.

But when you have a system, just follow the steps... and you're SET.

In fact, following a step-by-step SEO system was one of the best things I ever did for my business.

But you already knew that. That's why you're here!

And in this worksheet I'm going to help you quickly outline a few simple goals for this course, which will help you stay on track as you go through the material. It should only take about 2-3 minutes to complete.

But first, here are my goals for you in this course.

My Goals for You

- 1. Get Higher Rankings With a System That Actually Works** – When someone struggles with SEO, it usually isn't because they're lazy. It's that they used the **wrong approach**. And in this course you're going to learn exactly how to rank higher in Google using a step-by-step system that's working great right now.
- 2. Drive Targeted Traffic To Your Site** – Whether you own an ecommerce site, run a digital marketing agency, sell a service, or are a full-time blogger, you **NEED** targeted traffic. In other words, traffic that converts into leads and sales. And the best way to do that? Rank for keywords that your customers search for every day. Fortunately, that's the main focus of this program.
- 3. Scale Up This Entire Process** – At first, it's totally fine to execute the strategies from this course yourself. But eventually you'll probably want to outsource some or all of the techniques. That's why every lesson in this program is insanely detailed.

Each lesson also includes additional training resources (like worksheets and case studies) so that anyone can put the material into action. Keep in mind that there's absolutely no rush to go through the material. You have lifetime access to the material (which includes all updates and upgrades at no extra charge).

Set Your Goals

Now it's time to set a few simple goals. In my experience this is a REALLY important step. With these simple goals filled out, you'll be able to easily track your progress as you go through the course.

So don't skip this step.

That said, there's no need to spend a ton of time on these or overthink your answers. Just fill them out the best you can and move onto the next lesson.

1. First, let's get a baseline of where you're at with your site's SEO right now. Taking a step back: how are things going with your SEO efforts? Good? Bad? OK?

What's working best for you right now? What have you tried that hasn't worked?

Jot all of this down below.

YOUR SITE'S SEO RIGHT NOW

2. Now that you've established a baseline, it's time to take a look into the future.

In the next few weeks I'm going to send you a ton of actionable material to help you quickly rank #1 in Google. Imagine that it's a month or two after the final lesson of this training. And you implemented many of the strategies from the course.

What would make you say: *"Wow, this course was a GREAT investment!"*?

What specific results would you want to see?

You can put anything you want below. But I recommend being as specific as you can. So instead of *"Get more traffic"* go with *"Increase my organic traffic by 25%"*.

So go ahead and write down at least one goal you have with this course below.

YOUR GOALS WITH THIS COURSE

The Next Steps

So you just outlined your goals for this course. Nice!

What's next?

It's time to get started on the next lesson. In this lesson you'll learn about the foundation of any successful SEO campaign: your Linkcreators.

See you then!