



Semrush SEO Crash Course

INTRO TO SEO

LESSON 1 **WORKSHEET**

WORKSHEET

Intro to SEO

Welcome to the Semrush SEO Crash Course!

As you saw in the video, this short course will show you exactly how to get higher Google rankings.

And each video in this program has a worksheet to go along with it. These worksheets will help you execute the strategies from the course.

(They also contain additional examples, tactics and more).

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 a few minutes to complete.

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

My Goals for You

- 1. Get Higher Rankings By Focusing On The Basics** – When someone struggles with SEO, it's not because they're lazy. It's that they used the **wrong approach**. Many people also typically use a bunch of random tactics that don't make a difference. In this course we're going to double down on the fundamentals.
- 2. Drive Targeted Traffic To Your Site** – In this program you're going to learn how to drive traffic that converts into leads and sales.
- 3. Take Actual Steps** – SEO can be super overwhelming. Which is a main reason people don't take action on what they read. In this course my goal for you is to put what you learn into practice.

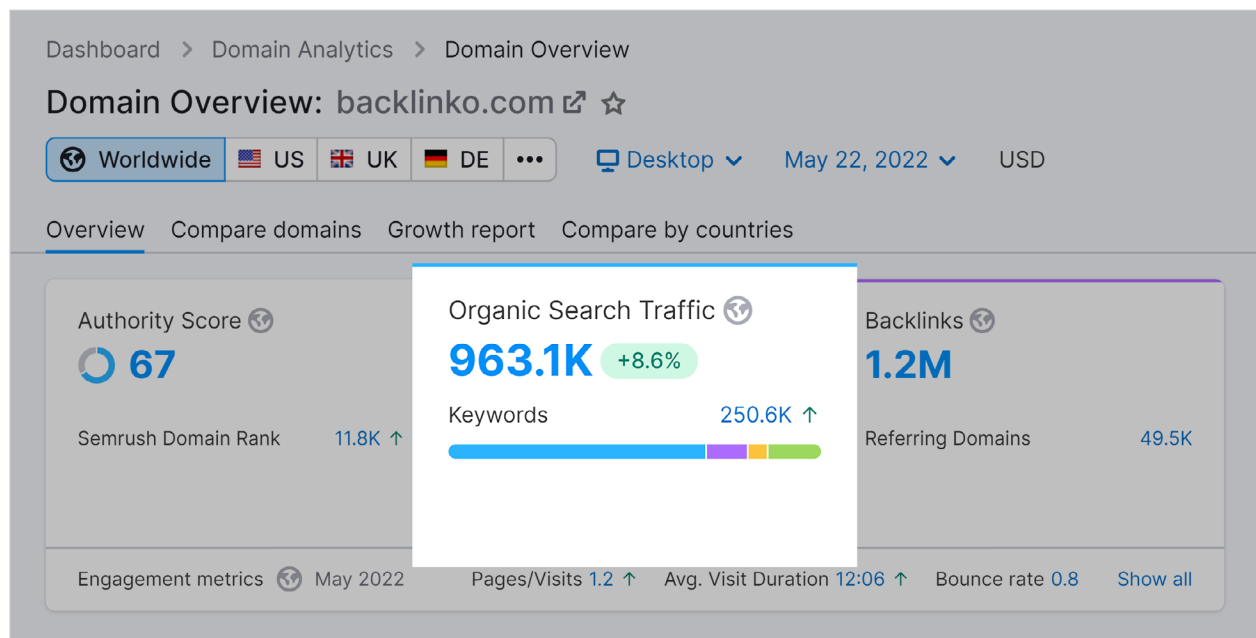
Establish a Baseline

For you to see progress, it's important to establish a current baseline for your site's SEO.

To do that, put your homepage URL into Semrush.



And take note of the "Traffic" figure.



This number is an estimate of how much traffic your site gets from Google per month.

Don't worry if this number is super low (or even zero). We're going to improve that number as we go through the course.

For now, just jot down that number in the box below.

YOUR ORGANIC TRAFFIC**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 questions. Just fill them out the best you can and move onto the next lesson.

1. First, taking a step back: how is your current SEO approach working for you?
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 CURRENT SEO APPROACH

2. Next, it's time to take a look into the future.

In the next few lessons I'm going to share lots 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 of time!"?

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 SEO GOALS

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: keyword research.

See you then!