

WELCOME

An Introduction to Search Engine Optimization for Content

*Discover and Answer the Questions
Your Customers are Asking Online*

Thursday, December 3, 2020



MICHAEL MACMILLAN

Owner, MacMillan Search

- MacMillan Search consults with companies on SEO strategies, empowering them to achieve their goals in-house through clear communication.
- 10+ years in the field of SEO with roles ranging from in-house to leading an agency's SEO team.
- As a consultant, he now empowers teams to consider organic search in all strategies.

SEO Brunch & Learn

Discovering the questions being
asked in search results



Michael MacMillan

Principal SEO Consultant -
MacMillan Search

LinkedIn



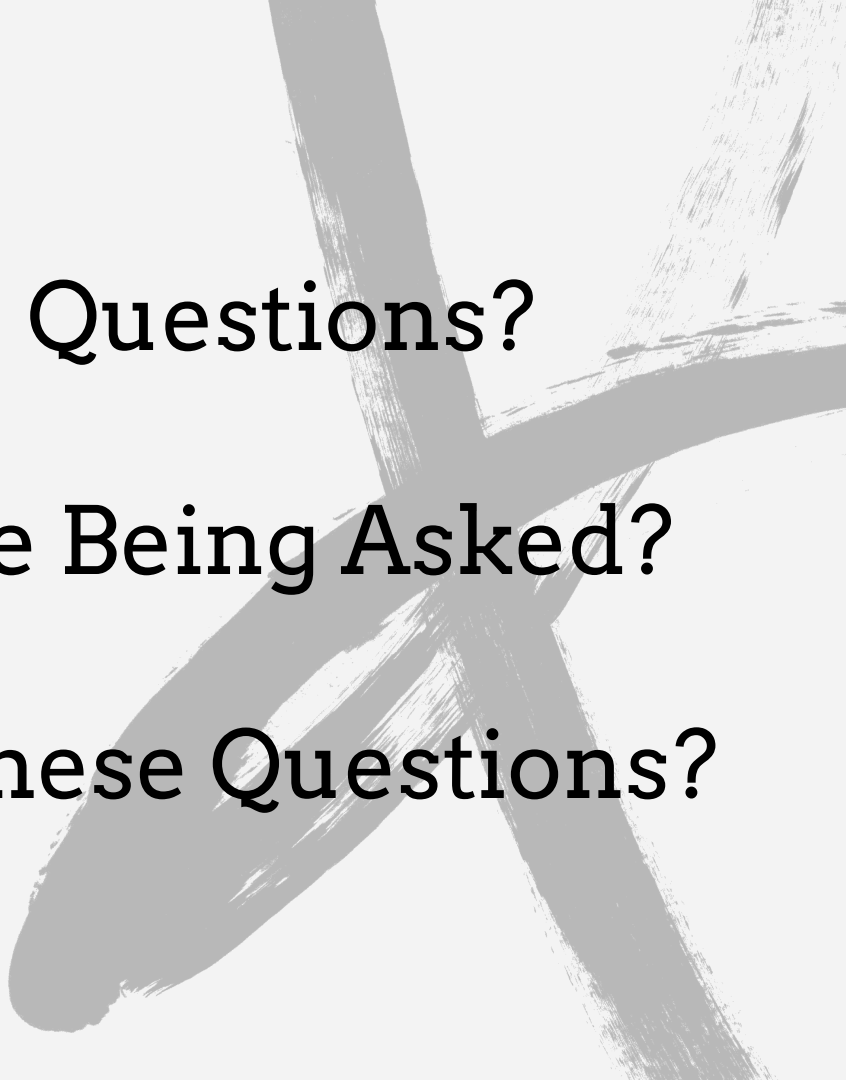
Want To Follow Along?

- Web Browser
- Google Search Console
- Chrome Extension “Keyword Surfer”
- Spreadsheet

Mozlow's Hierarchy of SEO Needs





- 
- Why Answer These Questions?
 - What Questions Are Being Asked?
 - How Do I Answer These Questions?

Why Answer These Questions?

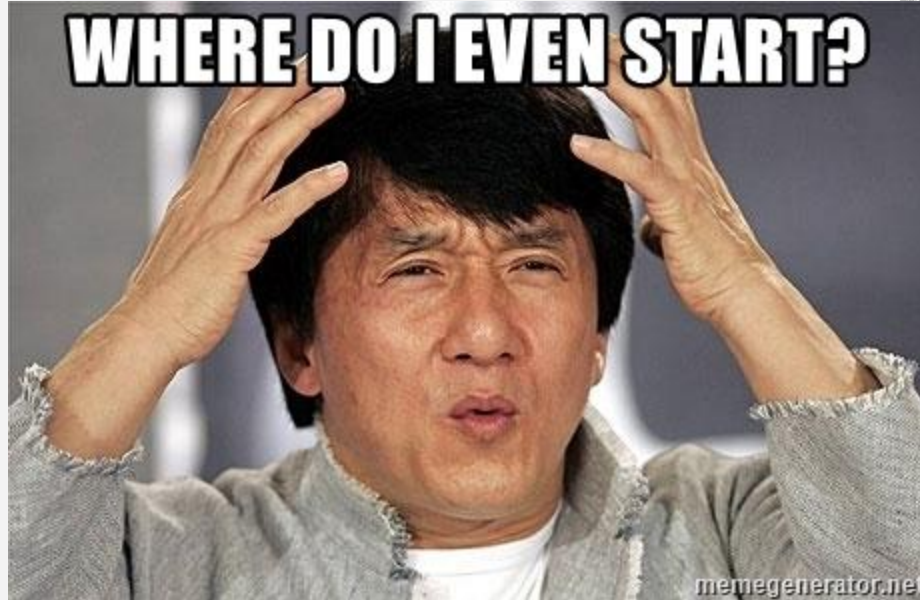


Why?

- Discover Content Ideas

Increased Traffic

Discover Content Ideas



Why?

- Build Authority



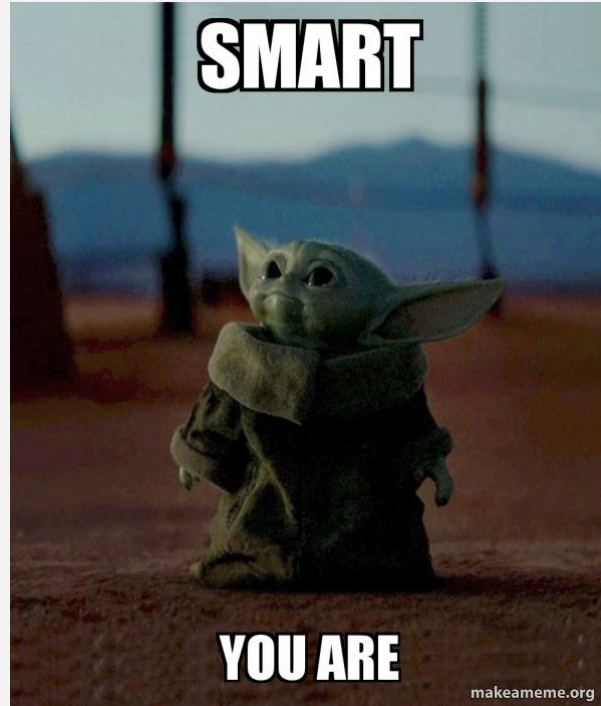
Build Authority



Why?

- **Increase Relevance**

Increase Relevance



Why?

- Increase Qualified Traffic

Increase Qualified Traffic



Why?

- Discover Content Ideas
- Build Authority
- Increase Relevance
- Increase Qualified Traffic

What Questions Are Being Asked?



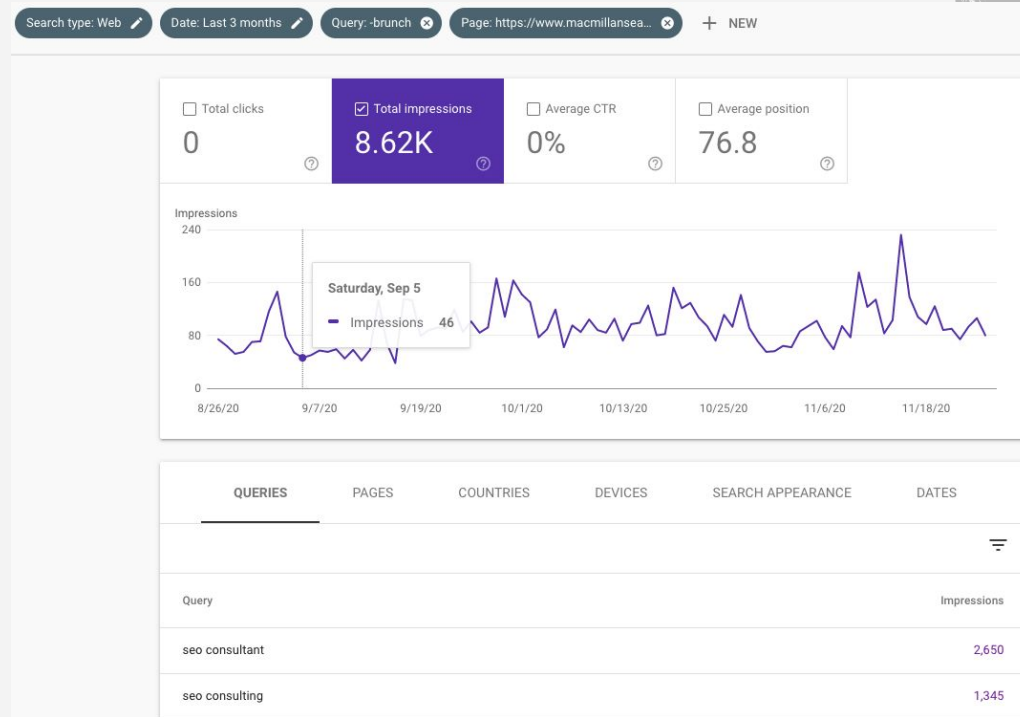
What Do Customers Search To Find My Services/Product?

How Do I Discover Existing Keywords?

Google Search Console:

- Filter Page:
 - Home (main service offering)
 - Services (multiple service offerings)
- Filter Out Branded Queries

How Do I Discover Existing Keywords?



“puffins nova scotia”

How Many People Are Searching?



Keyword Surfer

Offered by: surferseo.com

★★★★★ 175

| [Productivity](#)

|  200,000+ users

What Are My Keyword Opportunities?

puffins nova scotia

210 \$4.83

Powered by SURFER

All Images News Maps Shopping More Settings Tools

About 149,000 results (0.70 seconds)

Ad · www.marinesanctuary.org/tufted-puffins

Where To See Puffins - National Marine Sanctuary

21,328 1,070 0

Tufted Puffins are the largest puffin and can live 20 years or longer. Click here to learn more about their appearance, habitat, and life history. Take Action. Protecting Marine Life. Explore the Blue. Capitol Hill Ocean Week.

Get Involved

Be a voice for Marine Sanctuaries.
Make a Difference Today!

Donate to Sanctuaries

Make a Tax Deductible Donation
to Protect our Blue Planet for All.

novascotiaexplorer.com · [puffins-in-nova-scotia](#)

Where to See Puffins In Nova Scotia - Nova Scotia Explorer

0 2,373 0

The most popular spot to see puffins in Nova Scotia is on the Bird Islands in Cape Breton an official bird sanctuary. Not too far from shore the Bird Islands are two ...

[How Can you See Puffins In ...](#) · [When Can You See Puffins ...](#)

People also ask

Where can I see puffins in Nova Scotia?

Where is the best place to see puffins?

Where can I see puffins in Canada?

When can you see puffins in Cornwall?

Feedback

Keyword Surfer

Clipboard

Keywords ideas

Keyword	Similarity	Volume	
bird islands	5%	3600	
puffin maine	15%	1900	
puffins in maine	15%	1900	
puffins maine	15%	1900	
maine puffins	13%	1900	
puffin tour maine	20%	880	
maine puffin tour	18%	880	
maine puffin tours	18%	880	
puffin tours in maine	18%	880	
puffin tours maine	18%	880	
puffins tour iceland	5%	390	
puffins in nova scotia	85%	210	
puffin tour	5%	170	
puffins tour	5%	170	
puffins canada	10%	70	
puffins in canada	10%	70	
bird boat	5%	70	
puffin boat	5%	70	
puffin tours nova scotia	60%	50	
donalda's puffin boat tours	20%	50	

What Are My Keyword Opportunities?

Keyword Surfer			
		Clipboard	US
Keywords ideas ^			
Keyword	Similarity	Volume	★
bird islands	5%	3600	★
puffin maine	15%	1900	★
puffins in maine	15%	1900	★
puffins maine	15%	1900	★
maine puffins	13%	1900	★
puffin tour maine	20%	880	★
maine puffin tour	18%	880	★
maine puffin tours	18%	880	★

People Also Ask

People also ask

Where can I see puffins in Nova Scotia?



Where is the best place to see puffins?



Where can I see puffins in Canada?

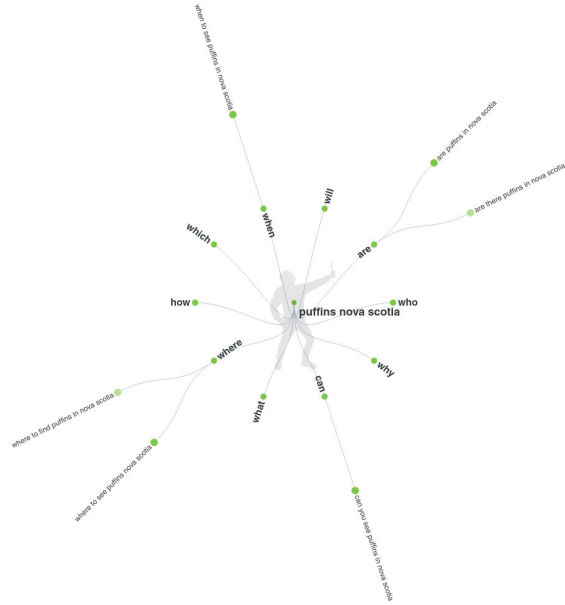


When can you see puffins in Cornwall?

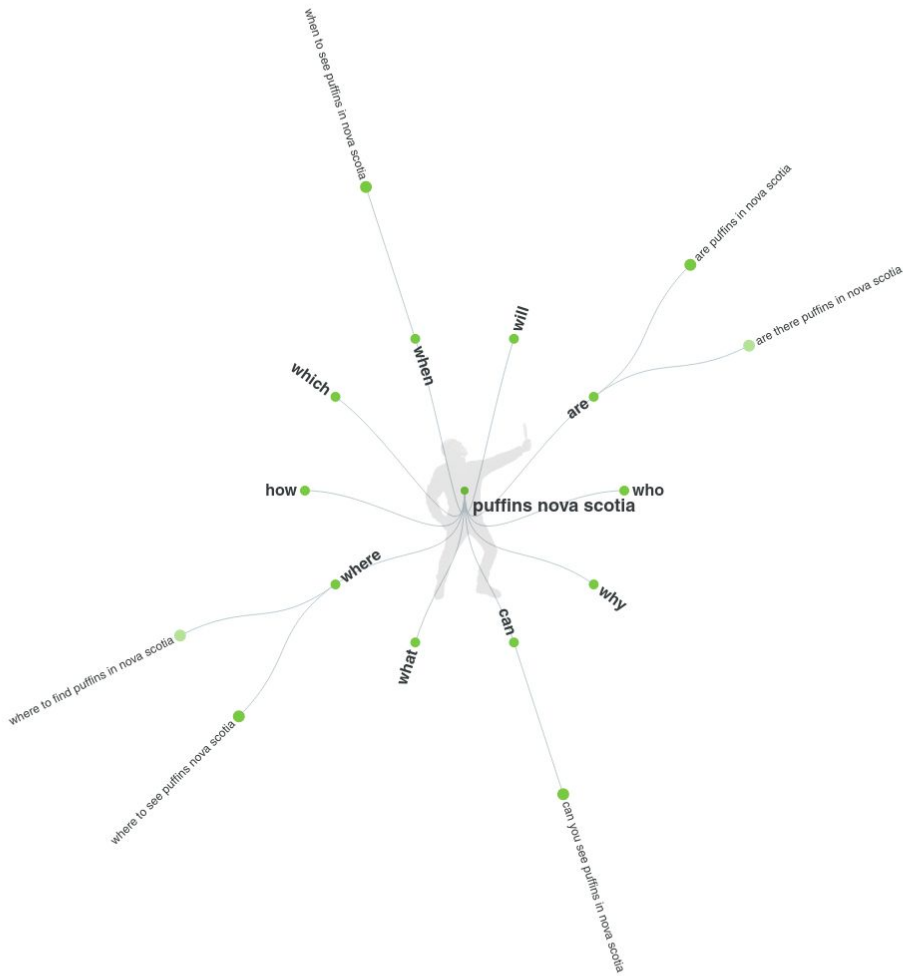


Feedback

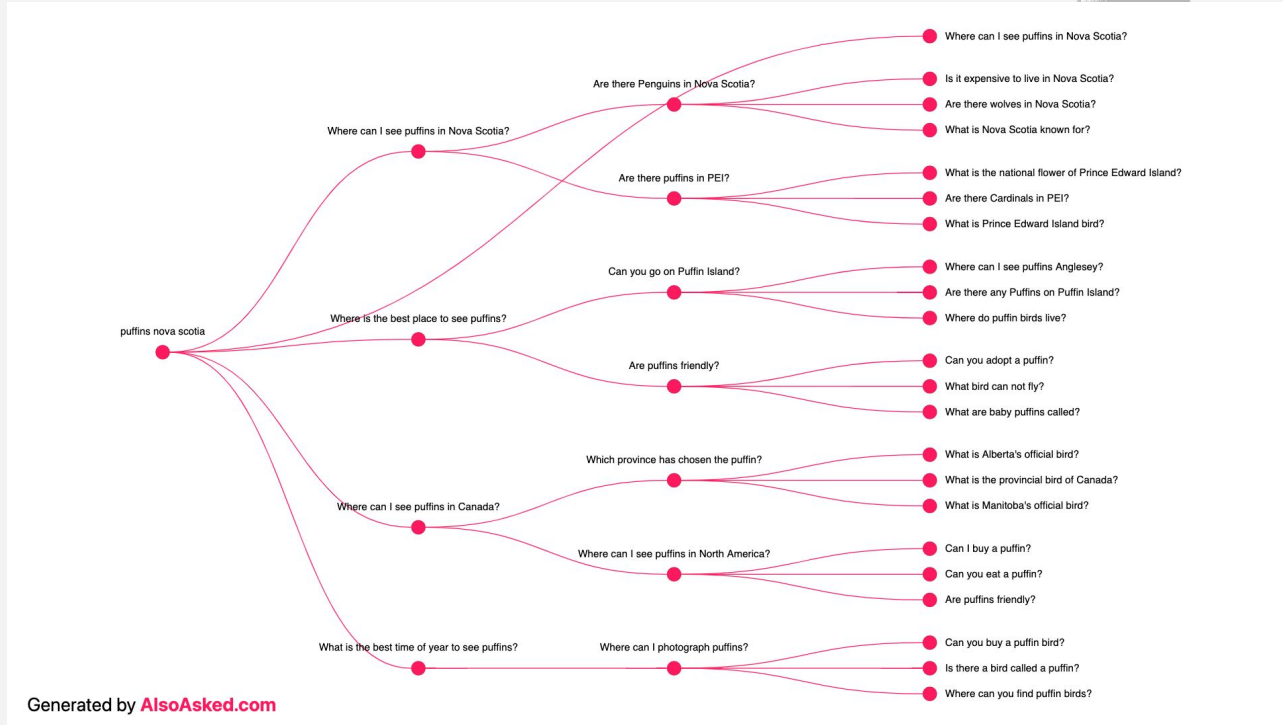
AnswerThePublic.com

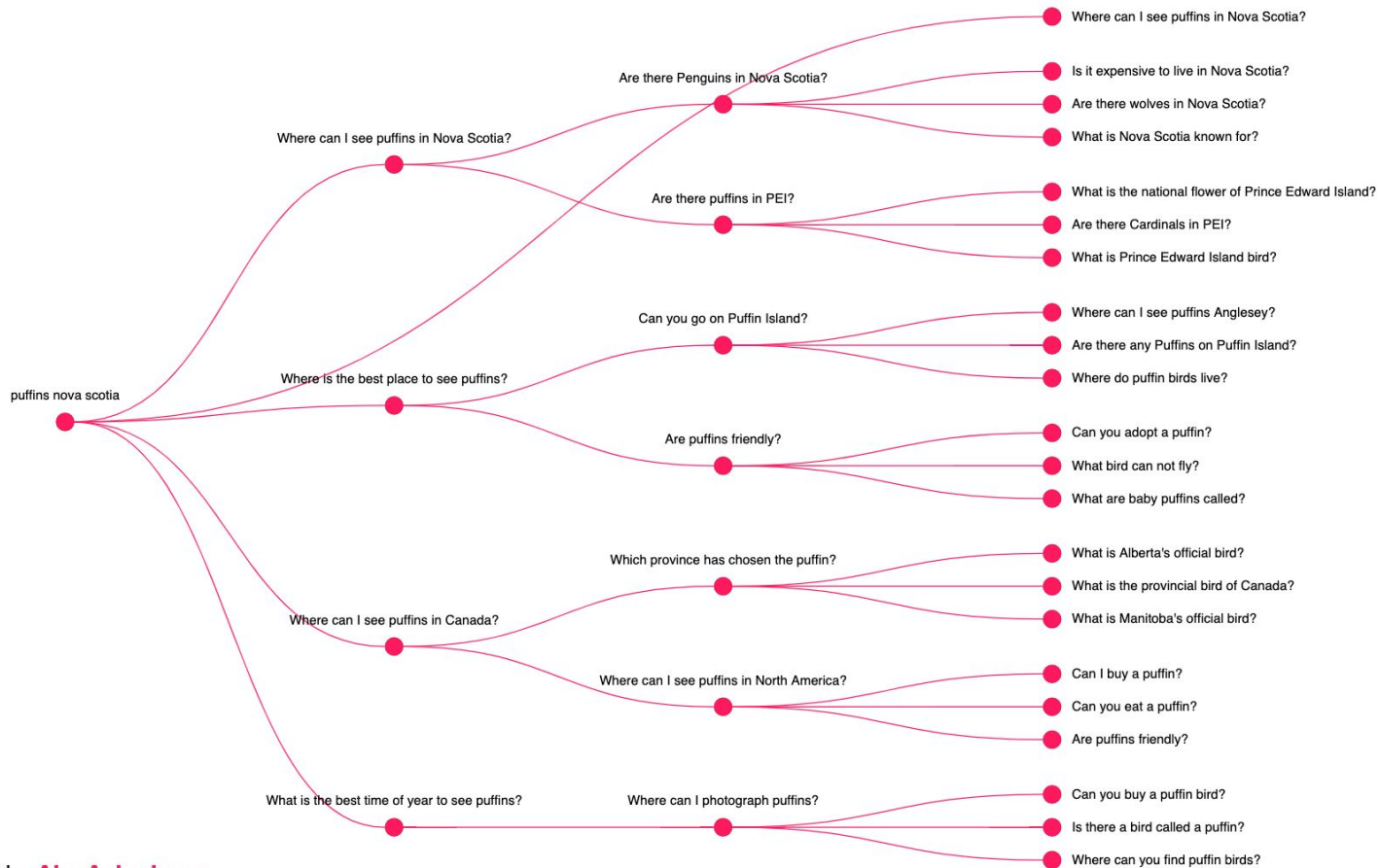


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AlsoAsked.com





Generated by [AlsoAsked.com](https://alsoasked.com)

How Many People Are Searching?



Keyword Surfer

Offered by: surferseo.com

★★★★★ 175







| [Productivity](#)


|  200,000+ users

How Do I Answer These Questions?

How Many People Are Searching?

puffins nova scotia

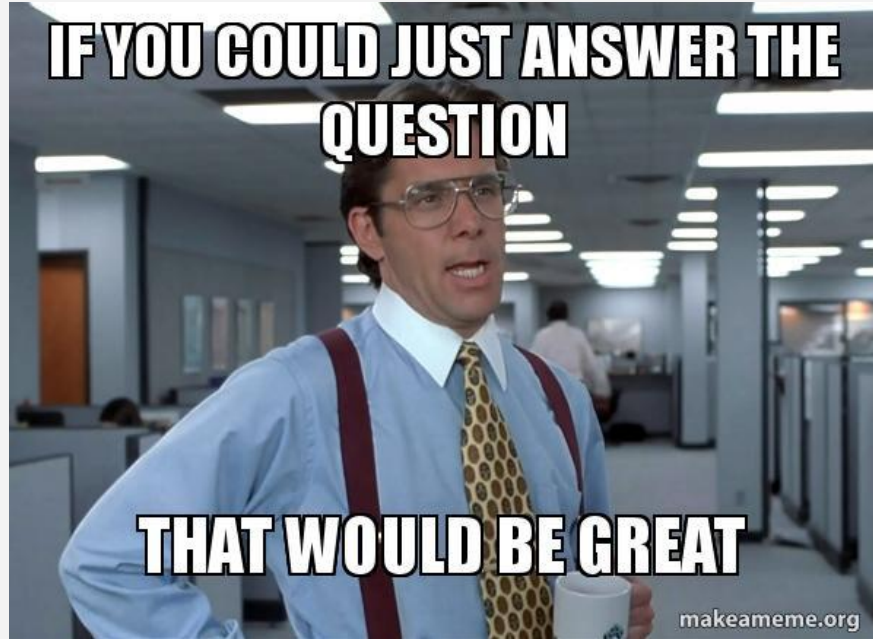
 210  \$4.83   |  

Powered by  SURFER

Volume = YES



Volume = No



Review The Competition

“puffins nova scotia”

novascotiaexplorer.com › puffins-in-nova-scotia ▼

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🔍 0 📖 2,373 🔑 0

The most popular spot to see **puffins** in **Nova Scotia** is on the Bird Islands in Cape Breton an official bird sanctuary. Not too far from shore the Bird Islands are two ...

[How Can you See Puffins in ...](#) · [When Can You See Puffins ...](#)

People also ask

Where can I see puffins in Nova Scotia? ▼

Where is the best place to see puffins? ▼

Where can I see puffins in Canada? ▼

When can you see puffins in Cornwall? ▼

[Feedback](#)

puffinboattours.com ▼

Puffin Boat Tours Cape Breton Nova Scotia - Puffin Boat Tours ...

🔍 214 📖 320 🔑 0

Located on Cape Breton Island just 20 minutes east of Baddeck we are the Cabot Trail's only Bird Island boat tour going to the nesting grounds of the Atlantic ...



Does content already exist?

Search Your Site

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SEO Consulting

Case Studies

About Michael



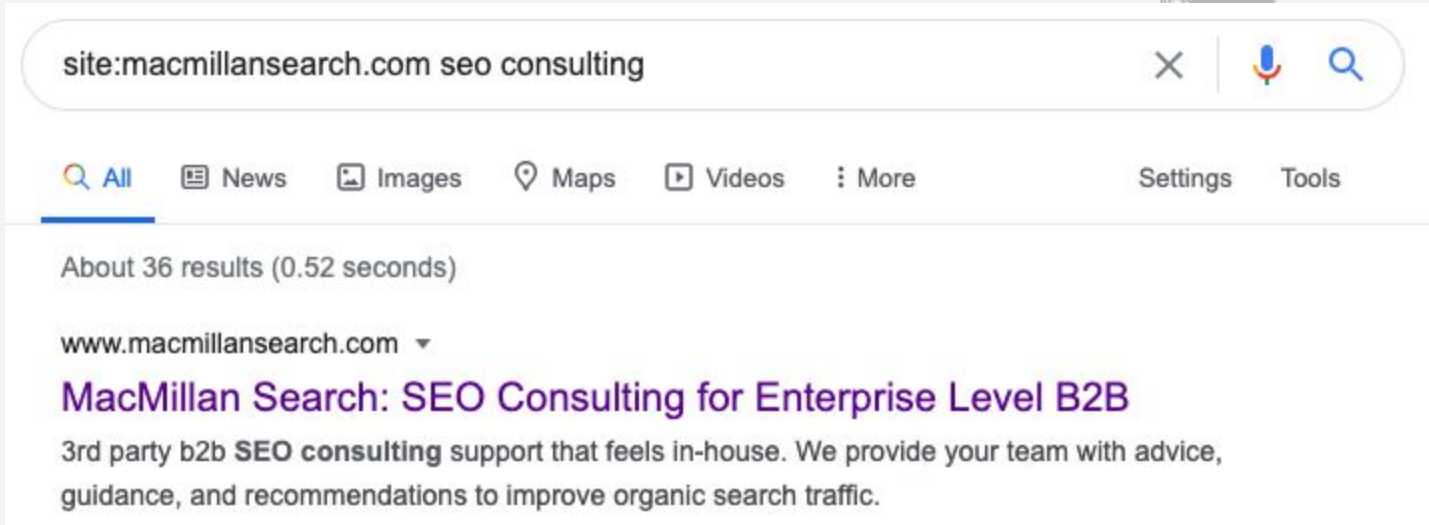
3rd Party SEO Support That Feels In-House

MacMillan Search consults with companies with underperforming SEO strategies, empowering them to achieve their goals in-house through clear communication and no bullsh!t.



MacMillan | search

Search Your Site





Refine Existing or Create New

Does content already exist? = YES!



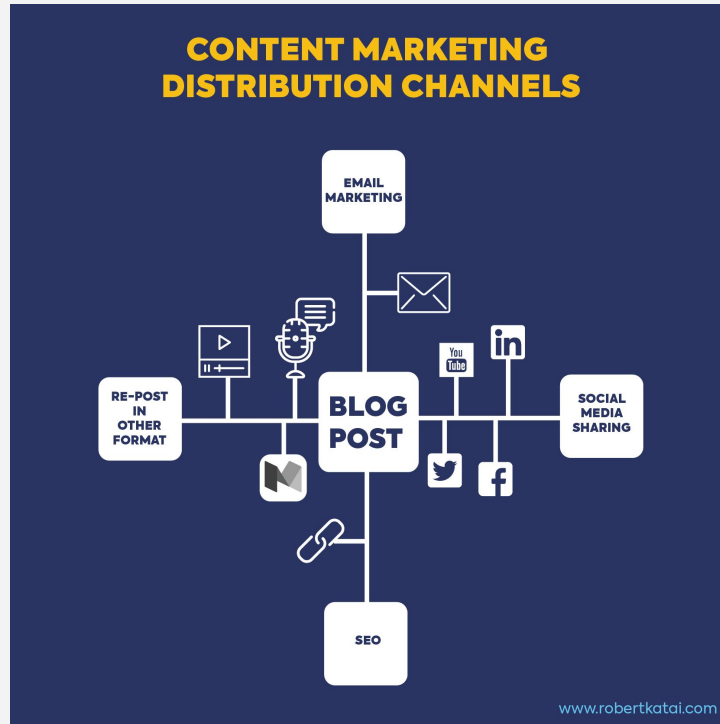
Does content already exist? = NO!



Link Back To The Product/Service

- You only need to link once (think Wikipedia)
- Use anchor text that include variants of the keyword(s)
- Include a Call-To-Action to convert

Distribute



Recap

- Find your service/products keywords
- Discover the relevant questions being asked around those keywords
- Review the competition
- Update or create content to answer these questions
- Link from your relevant content back to the service/product
- Distribute

Thank You



STAY CONNECTED!

- **Contact Business Development**
TNSBusiness@novascotia.ca
- **Newsletter**
Sign-up for *inTouch*
- **Twitter**
Follow @TourismNS
- **LinkedIn**
Follow Tourism Nova Scotia
- **Website**
Visit tourismns.ca
- **COVID-19 Resources**
tourismns.ca/coronavirus

