



The Math of SEO

Arithmetic (Publishing)

Publish at least three times a week to your website

Articles should be 1,000 words or more

Videos should be at least 3-5 minutes

Pre-Algebra (Website Optimization)

It's working if your visitor count is increasing

Leads generated is due to quality content

It usually takes 6 months of work to see consistent results

Algebra (Conversions)

Internal Links allow visitors to learn more

Update pages every six to twelve months

The more pages a visitor views, the more likely they are to convert to a prospect

Geometry (YouTube)

Analytics of websites and YouTube is not exactly the same due to shorts

Compelling storytelling is the KEY

Viewer retention through videos is important

Calculus (Analyze & Retarget)

Use Search Console to see where people are coming from and additional ideas

Retargeting Web Visitors increases conversions

Use your numbers to enhance your success