



SEO Power Hours

Session 1

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What to Expect

Power Hours: June - August 2024

Communication

All Power Hour Sessions will be recorded with Ai notes and will be posted on the portal (clappingdogmedia.com/portal)

Slack. I am in and out of Slack all day. Feel free to post a question or whatever, just be sure to ping me. If possible, don't DM me, but post it in a channel so all can see.

The more collaborative and engaged everyone is the better.



Calendar + Topics

Session 1: (today) Welcome + Search News + SEO 101

Session 2: (June 14) Deep Dive into Baseline Reports + Keyword Research *and* Tools

Session 3: (June 28) How to optimize content for Google

Session 4: (July 12) How to create content that ranks (YT, Podcast Notes, Custom AI > **ChatGPT 4**)

Session 5: (July 26) Deep Dive into Google Analytics + Member Hotseat

Session 6: (August 9) Social Media + SEO

Session 7: (August 23) How to monitor and measure growth



Baseline Reports

- Add Meg to your GA4
- Keywords your site currently ranks for
- Most effective keywords
- Organic Traffic monthly average
- Pages that are Googled the most

** Reports will be delivered via Loom over the next week



News

Algorithm Update March 2024

- Goal was to reduce spammy content by 40%
- Focused on page experience and helpful content.

Google is focusing on **User-Centric Metrics**

- Stop Scaled Content Abuse

Reddit

Ai Overviews

Goal is to keep users on the SERP

Content was flawed (super bad answers) scaled back from 27% of queries to 11%



What is Search?

Google defines Search as:

When trillions of users make queries all at the same time, in hundreds of languages and expect answers in less than a second.

As business owners our goal is to make our site as easy to find and categorize for Google as possible.



What next: Questions?

See you next
Friday

June 14

Deep Dive into Baseline Reports + Keyword
Research *and* Tools

Don't forget to visit the Portal + Slack