SEO

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Mohammad A Mahmud

TRUE SEO CONSULTANTS

END MATTER

The Handbook: Every Sheet in This Book

This is the working half of the book.

Twenty-three sheets, in the order the chapters introduce them. Fill them in as you go. By the end you will have, on paper, a complete and specific plan for your own business, built out of your own figures rather than anybody's template.

Use a pencil. Several of these change once you have done the ones after them, which is not a failure of planning. It is what planning is.

Where a sheet is too small for your business, copy its headings onto a larger sheet and keep it in the same folder. The folder is the point.

SHEET 1. WHAT ONE CUSTOMER IS WORTH

Average first order or fee
How many times they buy, over the relationship
Total value of one customer
What you spent last month on being found
Customers that produced
Therefore, cost per customer

The one sentence this sheet is for. *One customer is worth ..... to me, and I am currently paying ..... to get one.*

SHEET 2. WHAT KIND OF MONEY YOU ACTUALLY WANT

SERVICE	WHAT IT IS WORTH	HOW OFTEN	DO YOU WANT MORE OF IT?

The most profitable service, named: .....

SHEET 3. THE ONE THING

What we want to be known for

Could the firm down the road write that?

If yes, make it narrower, here

Who it is specifically for

What we are not for

SHEET 4. THE CUSTOMER, AND HIS WORDS

WHAT WE CALL IT	WHAT THE CUSTOMER CALLS IT

SHEET 5. SERVICES, PLACES, PEOPLE, PROOF

SERVICES	PLACES	PEOPLE	PROOF

SHEET 6. THE MAP

Copy this onto the largest sheet of paper you own.

PAGE	CORE OR OUTER	THE QUESTION	QUERY TEMPLATE	WHO IT IS FOR	LINKS TO	LINKS FROM	BATCH

The six checks, ticked: source context ☐ · central entity ☐ · central search intent ☐ · attributes ☐ · bridges ☐ · batches ☐

SHEET 7. THE FOUR SKELETONS

BUSINESS	THEIR HEADINGS, IN ORDER	WHAT THEY DO NOT ANSWER

SHEET 8. THE GAPS, TURNED INTO HEADINGS

Chapter 15 and 16

THE GAP NOBODY ANSWERED	MY HEADING FOR IT	MY STEP FOUR FOR IT

SHEET 9. THE PROOF YOU ALREADY HAVE

WHAT IT IS	WHERE IT IS KEPT	IS IT PUBLISHABLE?	WHO HAS TO AGREE

SHEET 10. THE FACTS SHEET

The single most valuable page in this handbook. One version of every fact, copied into every place your business appears.

Legal name
Trading name
Address, exactly as written
Telephone, exactly as written
Founded
Registration numbers
Bodies and accreditations
One sentence describing the business
Opening hours
Website address, with or without www

Pushed into: website ☐ · profile ☐ · register ☐ · body ☐ · professional profiles ☐ · directories ☐ · invoices ☐ · signage ☐

SHEET 11. THE THREE BUILDING CHECKS

	PASS OR FAIL	WHAT TO TELL THE DEVELOPER
Can it be reached		
Can it be read		
Does the telephone work on a phone		

SHEET 12. DOES THIS QUESTION DESERVE A PAGE

THE QUESTION	DIFFERENT ENOUGH?	ENOUGH TO SAY?	WOULD SOMEBODY SEARCH IT?	VERDICT

SHEET 13. THE SECTION PLAN

Section: ..... **Pages in it:** .....

#	PAGE	WHO WRITES IT	OWNER'S HOUR BOOKED	PUBLISHED
1				
2				
3				
4				
5				
6				

SHEET 14. YOUR REAL YEAR

J	F	M	A	M	J	J	A	S	O	N	D

Mark each: heavy, quiet, or write-off.

Weeks genuinely available: ..... **Rate I can hold in my second worst month:** .....

The person whose name is against it: .....

SHEET 15. WHAT IT COSTS

THE JOB	HOURS	WHOSE	RATE	COST

Total for one section: ..... **Against last month's spend on being found:** .....

SHEET 16. SCORING A PROPOSAL

THE SIX QUESTIONS	ANSWERED?	WHAT IT ACTUALLY SAYS
How many pages, and of what kind		
By when, first section finished		
Who supplies my hour, and when		
What if I am late		
What do I keep		
How will we both know		

Fee converted to hours: ..... **What that physically buys:** .....

SHEET 17. WHO VOUCHES FOR YOU

WHERE	CORRECT?	POINTS AT A LIVE PAGE?	WOULD A CUSTOMER RECOGNISE IT?

The six people I would ask: .....

SHEET 18. THE TEN PROMPTS

Date run: .....

#	NAMED?	POSITION	WHAT WAS SAID	WRONG?	WHO ELSE
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

SHEET 19. THE FIVE NUMBERS

Month: .....

	THIS MONTH	LAST MONTH	THE MONTH I STARTED
Enquiries traced to search			
Pages that have ever produced one			
Different questions I appear for			
Clicks to the pages I built			
Named in answers, out of ten			

Photocopy this one twelve times.

SHEET 20. THE ACTION PLAN FROM YOUR OWN DATA

WHAT	WHICH PAGE	KIND OF JOB	MINUTES OR DAYS	WHEN	DONE

SHEET 21. THE SIX CHECKS

Date: ..... **Months since starting:** .....

	ANSWER	WHAT IT MEANS
1 Indexed		
2 Questions rising		
3 Section finished		
4 Impressions on the pages		
5 Competing with myself		
6 Visits up, enquiries flat		

Verdict: ..... **Signed:** .....

SHEET 22. THE MAINTENANCE CALENDAR

WHAT	WHEN	HOURS	IN THE DIARY?
Annual review, section one			
Annual review, section two			
Quarterly ninety minutes			
Quarterly ten prompts			
Monthly five numbers			

SHEET 23. WHERE AM I ON THE LADDER

RUNG	DONE, ALL THE WAY?	DATE
1 Find out what is there		
2 Make the facts agree		
3 Profile and reviews		
4 The one thing		
5 The map		
6 The page that earns		
7 The last three inches		
8 One finished section		
9 The sheet, and the data		
10 Maintenance dates		

The highest rung genuinely finished: ..... **The next thing I was about to buy, and its rung:** .....

THE ONE SENTENCE

Everything in this handbook exists to let you finish this sentence so that the firm down the road could not also write it.

My business is for .....

and the one thing we want to be known for is .....

Date: .....