

# GROUND ZERO SEO

HOW TO ANALYZE YOUR SEO PROJECT BEFORE YOU GET STARTED

# What is Ground Zero SEO?

- My System of Analyzing an SEO project BEFORE I do anything!
- There are many questions you need to ask yourself that will determine the project path
- Type of Site, New or Existing Site, Budget / Time, Niche
- Lets look at these...

# Type of Site

- What kind of site is this?
- Local Business → Local SEO - Google My Business, Maps Ranking
- Blogs Info Site / Reviews → Blog SEO (rank each post)
- Global Company Website → Core Pages, Blog Setup
- Ecommerce SEO → Product Specific SEO
- User Generated Content (UGC) SEO → Forums, Wikis, Marketplaces, Classifieds, etc.

# If Site already exists...

- (for new sites this is not applicable skip this)
- On-Page Audit – A quick look
- How much SEO done already
- Analyze Metrics (via Google or Tools)
- Current Rankings, Traffic,
- WMT, Search Console
- Google Penalty? Current or Past
- Quick look at Socials (if applicable)

# Niche Analysis

- How competitive is the niche – Top Sites Data
- How competitive are keywords (suggested or discovered)
- User Intent in niche... Query Type
  - Navigational
  - Information
  - Transactional

# Time & Budget

- Looked at last after quick evaluation
- Is the budget too little?
- Are expectations too high?