

Speaker 1: [05:29](#) Welcome to the show. Welcome to the show. Mike Michelson is with me today and he's from legit click media and he going to talk to us all about Seo. Am so excited. You're here. Mike, thanks so much for joining us. Why don't we get started and um, tell everybody kind of what's going on with you. I told them a little bit about who you were in the Intro, but we would love to hear what's going on with you and your business right now.

Mike Michaelson: [06:14](#) Yeah. So I am working here in Delafield, Wisconsin. I've been here for a few years and um, you know, things are going very well.

Alisa Conner: [07:07](#) Okay. So let's start from the beginning because I have a lot of people that listen to this show and personal clients who really know just the bare minimum about SEO. They know it stands for search engine optimization, but past that it becomes really muddy waters. So can we just start at a really rudimentary level and have you tell us, you know, what is SEO, why it's important.

Mike Michaelson: [07:31](#) So Seo first I'll start with why it's important. So what's nice about seo is that there's really no cost to it. When you do seo, there's, it's really just your effort to write. For instance, the copy that goes into search engine optimization. Um, there, there's no paid media that goes into it as free and to define it, it's really just affecting your web copy or website or web presence to show up higher in search results and again, like I said, it's really nice because there's no cost to it and if you have a new website that you're doing, you can do it as you're working on your website before you launch or if you have an existing website or sorry, if you have an existing website, you can just go in and optimize it behind the scenes in the copy. Again, in the metadata in certain areas that search, that search engines are really looking for when it comes to showing her website pages in their search engines.

Alisa Conner: [08:31](#) Okay. So for just getting started with that, like what do we put in to those, like how do we find our terms, how do we find our SEO keywords, how many should we have, what does that look like?

Mike Michaelson: [08:42](#) So thankfully today there's a lot of free tools that you can use. The one that I like to use is called the Google keyword planner. With Google keyword planner, you can basically start with a few terms that to your business that relate to your service or product, and then Google will basically show you many terms beyond that that are relevant, that are close to those terms, and then in addition to that, it'll show you the search volume associated with those terms, so basically how many people are

searching, searching for those which will then allow you to prioritize which terms you really want to go after and target. Additionally, some things that you can do is look at competition, look to see what your competitors or potential competitors are also doing on their website with regard to their copy, how they're showing up in search engines, and you can see what they're using because you can see their words and their titles. Titles are what you click in or click on when you click into a website. So again, utilizing the free tools like Google keyword planner, looking at your competition and also speaking with our network, talking about other businesses, getting ideas with what others are doing as well, friends, colleagues, so on and so forth.

Alisa Conner: [09:59](#)

Okay, so let's back up to the Google keyword tool. Is that tool free and do you have to have, some sort of account to get that tool? How does that work?

Mike Michaelson: [10:08](#)

So the, the tool is free and generally they'll for that, you would need something called a google Adwords account and Google ad words. It's a little different than SEO that's paid media, but you don't necessarily need to run that account to use the google keyword planner. You can just have it sit in the background not having anything running and utilize those tools that are available through a Google Adwords account.

Alisa Conner: [10:34](#)

Okay. So if we're plugging all those, we have our keywords, we went in and we researched them and um, I'm going to use a really ridiculous example that I am a professional wrestler. And so I'm putting in everything about professional wrestling and how to become a professional wrestler. And what you need to eat to become a professional wrestler, all that kind of stuff into my key words. And so I have this list of keywords. Do you recommend that they be short keywords like wrestling business or should they be really cool?

Mike Michaelson: [11:05](#)

I think there's multiple ways you can look at that. So I think a combination is good, but it really depends upon the industry, depends upon the competition, depends upon just how many people are searching for those terms and also optimizing for those terms. So what you'll find with short terms or terms that are only one or two keywords long, is there a more generic but they also probably have more search volume but also with more search volume comes more competition. So more people are targeting those terms. So a strategy that you might want to look at trying is actually going after the longer tail terms that aren't two words long, but our three, four, five words long. Because you would have likely a better chance of showing up for those

because there's less competition for those particular words because there was longer, less generic and more focused type of words.

- Alisa Conner: [11:56](#) Right. Could you give us an example of what that would look like?
- Mike Michaelson: [12:01](#) Yeah. Wrestling, wrestling, finding wrestlers near me would be along
- Alisa Conner: [12:11](#) You did good. Wrestling was a weird topic. I know, I just don't know.
- Mike Michaelson: [12:16](#) Um, but I'm going to. I'll give you a better example with a, for instance, a plumbing client of mine, he does drain cleaning in the Minneapolis area. So instead of just doing plumber, lots of searches on plumber, I would do something like, um, repair my leaky pipe or repair frozen pipe or fix a clogged toilet and to go even more granular if it's a regional type client you could put in also regional modifiers or target regional modifier area like Minneapolis or where I live in Delafield and put plumbing repair Delafield or frozen pipe Delafield. And the idea behind that is if you're regionally focused, you have a much better chance of showing up for anyone's searching for that region and what those key words.
- Alisa Conner: [13:10](#) That's a great example. Thank you for pulling that out. So now excuse me. So now we have our keywords and were like, how do we plug those in? Because I've gone on to a lot of websites and they, you know, it's very obvious they know their keywords because they use them in every other sentence and it becomes a little bit obnoxious.
- Mike Michaelson: [13:33](#) So there's a fine line too about how much you want to use those terms and you know here at density is what it's called and you can use them too much. So very much caution against using them in every single paragraph, every single header of your website. You don't need to do that. That's keyword stuffing. Secondly, the one thing that we should also look at too is how many terms per page you really should target on a per page basis at her website because there's only really so much area in the back end code in the metadata and the copy that you can optimize for. So with that said, I'd really recommend that you target to three, four terms per page and not trying to target, you know, 10, 20, 30. It's just, it's not possible. Again, it for these reasons that we'll talk about here in a minute and related to that is when we're optimizing for those terms and we've identified the two, three, four that we want to go after, one of

the best areas to put that into into practice what's called the metadata of the website. So metadata is the title tag description tag, the title tag is the Blue Link that you see in the search results as the one you're clicking to and to go to page on a search engine or from a search engine. And then the description is the sentence or two below the title tag that describes what the page is about. So first off, you want to put those terms in the title tag and again, that's in the back end code. And a lot of website builders these days have plugins that allow you to do that pretty easily in the back end. So like wordpress for instance, there are plugins that yoast plugin, for instance, that you can go in quickly, put in your title tag, put in your description tag, and then hit save and publish beyond the metadata areas that you want to put your keywords into. Our the title tags or the sorry, the header tags and the header tag is kind of the bigger, I guess descriptions that you would see above a paragraph. Usually there four or five, six words long. They're bigger than the general body copy that's on the page and there are generally a two to three that are commonly used. H One, h two, h three. The higher the number generally the lower priorities you're telling google to give to that and the smaller that copy appears as a header. So in addition to headers, then obviously in your copy you want to put those terms in your copy but not overdo it and like I mentioned earlier and it's also important to put those terms I'd say more upfront in your copy as well. So don't wait until the bottom of your website copy. Wait, do it sooner, put it in the top part of your page, basically then reinforce those or close marion's of those in the copy throughout the rest of the page, and then a couple of other areas that you can also look at our. I'm in Thailand, all tags and all tags are basically assigned to images, so google has a hard time reading just straight up images. So one thing that you can do is you can take those images and what's called the EI Tags are all text with relevant words, but again, you're not trying to keyword stuff you're trying to describe in a way ideally using your key was what those images on your website are all about.

Alisa Conner:

[16:59](#)

Nice. And how does that work for video? I know a lot of people have video on their website these days. My understanding is that Google can't read video either. So would you do the same thing?

Mike Michaelson:

[17:10](#)

Yeah. My understanding of what that is, and I've done a little bit of this, is the video itself. There are tags that you can apply to the video. Uh, you can give the video a title for instance, and in that title you can basically put those terms. Again, you don't want to overstuff the title and use too many words and things

like that, but describe what the video is about and now that I think about that too, I think it's important that we talk about length of some of these things. So earlier I mentioned titles and descriptions and things like that. There are certain requirements in terms of best practices in terms of how long those things should be. So again, the title tag, the thing you click on to go to the actual website. Generally speaking, you don't want that to be more than 70 characters long. Probably even a little less. Sixty to 65 is ideal. If you go beyond that, then it'll cause your title, title, trunk aid, and you won't be able to read these full title tag when you see it in a search engine. And then the description, generally speaking, I try to stick between about 140 160 words for the description and thankfully Google's expanded that area recently to show more text in that area. So I'm less concerned about the length of the description, but again, an area that you want don't want to overdo it. You don't want to put in 300 characters or that's just way too much in that area.

Alisa Conner:

[18:32](#)

Right? And I, I use the Yoast SEO for as my plugin. I really enjoy it because it gives you the red, yellow, green light, um, so you know exactly what to fix and then it gives you recommendations. So I can put a link to that in the show notes and I am going to create a download for this episode so that I can give you a visual for those of you listening to, to understand the different title tags that Mike is talking about because it's really important to know where those are and how to fill those in. So thank you for that in depth description. So the big question everybody's going to want to know, Mike, is you know the joke is if you're, where's the best place to hide a dead body on page two of Google, how do we get on the first page? Can we get on the first page?

Mike Michaelson:

[19:17](#)

Again, I think it depends upon your service or product. In a real world example, I think you definitely could. Again, starting with the low level fruit that often goes missed. So when I talk with clients, prospective clients, I often see many of these things that I've talked about already today that go missing and no basic SEO type things. Having enough words in your title tag and your description tag, utilizing those terms in your copy. If you're regionally focused, making sure that you're targeting or top regions, things like that. If you've done those low hanging fruit things and you are still not ranking and you're still not showing up on page one, then you got to look to other avenues. Other avenues that you could look at would be a google my business, so those maps that you see that you show up when you put in someone's put on an industry or something like that or put on a business name and those maps show up with directions. Those I think are a big component, if not to your SEO at least two. Also

driving traffic to your website, which is the main focus of SEO in the first place, so that's one thing. The other thing that you can do is look at, you know, other link building type opportunities, so so far we've talked about on page things that you can do, so things that you can manipulate with the copy, with the title and description tags, so on and so forth. But as you've done that, then you should start to look at where else can I risk. We've link or put my website out there that can drive traffic to my business and aside from the copy and the code in the backend. Those are big factors that go was looking for as well as how many other relevant websites out there are linking to my website or the client's website. The more typically the better, especially if the relevant, especially if they're high quality sites that I would say is as beneficial, if not more beneficial than I'm doing the copy and optimizing the title and description tags. It's more complicated and it's more time consuming and it takes a lot of effort on people's parts, but if you're spending time, they are done all the low hanging fruit things and on your link building you're getting in social media, you're getting yourself out there. Again, you greatly increase your chances of getting on that first page.

Alisa Conner:

[21:42](#)

So how do you have a process that just real simple process that can get people started on getting back. I'm, I'm assuming you're talking about back links when you talk about people coming to link to your page and different articles, so do you have any recommendations for people to get started on that or how to reach out to people and get them to link to articles on their page?

Mike Michaelson:

[22:05](#)

So real simple way that I sometimes use and I have other software, more robust Hartford, but an easier way that you can do is just use the search engines and search for your products, your services, businesses like yours and see what shows up. In some cases you might see blogs out there that are good opportunities for you to reach out to those bloggers and ask for links back to your site or ask if you can do some guest posting and things like that. Look for opportunities or other websites that show up in those search results where you can go and ask for mentions, asked for people to reference your copy or your services or business and just utilize what you see through your own research after looking at what is showing up in a search result on Google and Bing, etc.

Alisa Conner:

[22:57](#)

Okay, great tip, great tip. SO the other thing that comes up in my world a lot is, you know, google is moving into or they have been in the pay us to show up higher on the page business and that's how they make a living. But a lot of people are, one either

turned off by google ads when they are searching or two don't necessarily have the funding to run a google ad on a regular basis. So how do we compete with those people that are paying to be seen first?

Mike Michaelson: [23:31](#)

That's a good question. Um, again, focusing on those things that are free of focusing on those elements that have gone off and go do what you can there and if you have to go the paid route and on a strategy that I often look at is looking at the terms that you have coverage for that you're ranking for and trying to have a blended mix where you have the ones that you're trying to show up for organically that are free and having more narrowed focus on the ones that are paid with the idea that you can control your budget, control your costs. If you're not going out for the full gamut. If you're not trying to optimize for every keyword possible or pay for every keyword possible and instead look where you're ranking well organically and then take a branch of those terms where you're not ranking so well and optimize those are paid for those key words to show up in the positions.

Alisa Conner: [24:30](#)

One thing that I really want to emphasize that you talked about a little earlier in this conversation was the terms that you're looking to put in there for key words. You gave some really good examples of questions that people that would be your clients or prospects would ask when you said, you know, broken pipe repair in Duluth. Or, or wherever they are, and I think I just wanted to point that out to our listeners that you have to be aware of the questions that your audience is asking and what you may be asking because you sometimes have blinders on in your business. May not be the same thing that your audience is asking. And so do you have any tricks or tips that you could share with people to kind of delve into, figure out what those questions are or any, you know, brainstorming techniques or anything that you use with clients to get in there and dig on those, those questions and what they would be. And then the second piece of that that goes along with it is if you don't have a local business and you're still trying to rank. So say you service people all over the United States or even all over the world, how does that affect your, how you come up with those terms?

Mike Michaelson: [25:43](#)

So talk first about those questions and I think that kind of boils down to the terms that people may be using to find you and part of the questions that they may be asking during that process. But those questions that they have, often they start with a search engine by typing those in via their terms so that I go back to again using the tools, the keyword research tools, keyword planner in their own searches online to see what

others in similar industries or trying to optimize for. And again, with the way that they extrapolate from a set of initial term, say again three, and we'll show you additional ones up to several hundred. Oftentimes I have, you know, monitoring keyword research. I see as many as four or five, 600 variants show up. And then based on that, what I do is I review them with the client to get an idea of, okay, which ones are relevant, which ones do you think would be able to drive traffic to the website but also convert once that traffic goes to the website. So I hope that answers your question with regard to how the questions that they might ask and then how you make sure you cover all those questions. It does, uh, with regard to the international targeting, that's, that's definitely harder because you then can't necessarily focus on regional terms. So that's where I think it becomes even more important beyond, again, a low hanging fruit stuff to get into the link building to get into as much social media channels as you can to start blogging, to really reach out to the key players in your respective industry. And try to find them and try to network with them, try to get basically as many mentions, as many links throughout all those varying websites, channels, blogs, so on and so forth. And as you do that, your links are backlinks, are going to increase, your mentions, are going to increase and ideally you'll start to rank higher in those search engines over competitors that hopefully aren't doing as many of those activities as you are doing.

Alisa Conner:

[28:02](#)

Great tips. Great tips. This has been a wealth of information. Holy moly. And I hope that we didn't lose some people along the way, but if we did, um, I'm going to have them, I'm going to recommend them come and talk with you personally. So to wrap up the interview, normally what I do is I want people to get to know a little bit more about you personally. So I have what are called my coffee date questions. These are questions that I would likely ask you if we're on a coffee date. So let's jump into those and just learn a little bit more about you. So the first, the first one I had, this is just kind of a generic one, but do you have a favorite book or business book that you recommend on a regular basis?

Mike Michaelson:

[28:45](#)

I am going to turn that into more of an online channel, so I like to read and do my research online and I one of the key websites that I like to use and reference on an ongoing basis is searchengineland.com and they have several articles, posts, things that are updated on a regular basis. For me in my business I covered many different things. Seo is one, but I do social media marketing, search paper, click advertising, display advertising and that website does a great job of giving me the latest updates and things that are constantly changing in my

industry. So not a book but more of a online publication that speaks more to the services that I provide.

Alisa Conner:

[29:29](#)

Awesome. And that just made me think of a question. So I'm going to go backwards for just a minute. A lot of. So the, the word on the street, lack of a better term is that facebook advertising. Really the best bang for your buck, and I'm always curious and people that I speak with are curious, you know, how does that compare to google and is that true? And I know it's constantly changing, but from your perspective right now, as of recording this, what is the best bang for your buck in paying for advertising.

Mike Michaelson:

[29:58](#)

With regard to facebook? It depends what you're starting with facebook. It depends what type of facebook advertising you're doing. So there are a lot of companies that simply go out and do what's called a boosted post. Basically publishing or advertising, one of their posts could be a video, could be a call to action, could be any type of post choosing what I would consider to be a fairly generic audience, but again, somewhat specific because you can target by gender, age, region, so on and so forth. That's the one area. The secondary with faceBook advertising is facebook remarketing and this is done by placing a pixel on your website so you're able to remarket to people in facebook who've already been to your website and shown interest. So if you're asking me what I like best, bang for your buck with regard to facebook specifically, I think that doing the facebook remarketing is definitely the best bang for your buck because you're able to target users specifically. You've already shown some interest by visiting your website. Whereas if you're doing the other form and you're just, you're broadly boosting a post. Yeah, you might be hitting relevant audiences based on gender, based on age, based on region or location, but that can only get you so far with regard to more of a general. All the things that you can do. SEO is really nice because there's no paid cost and it, like I said, aside from maybe hiring somebody that helped you with it, that's a one time labor cost generally, unless you have an ongoing SEO type engagement, which is usually last anyways than paying for ads, which you know in some cases I have clients that keyword costs and clicks cost 20, 30 bucks, 40 bucks a click. You don't have to worry about that with seo. Another one, email marketinG. No. There's some that say email marketing is not as vibrant or working as well these days, but I think it's one of those things that should be done because it's again, lower hanging fruit type activity that is not terribly expensive. You pay for someone's time to either design an email or you can use template of versions of yourself through various platforms like Mailchimp and send them out at a very low cost.

- Alisa Conner: [32:28](#) Awesome. So what I'm hearing is you need really a combination of SEO, email and some some type of advertising to promote what your doing because a lot of the people that are getting started in business or getting started with online marketing still are still trying to build their list, are still trying to create an email list. It's still trying to create that I'm following and presence. Would you agree with that?
- Mike Michaelson: [32:56](#) Yeah, I would agree. I think that it's important, especially in this day and age with so many different avenues and channels out there to reach customers that should get in as many as you can that you can effectively manage. So one caveat to that is I don't recommend getting an every single social media platform that exists. You don't need to advertise in every single search engine that exists, but choosing the right ones for your audience, choosing the ones that you would have the time either through yourself or through your resources to manage effectively. I think it's better to have fewer and managing them well than a ton of them and not manage them while at all or not enough. And I see that a fair amount. So yeah. So to answer your question though, having a good mix of various channels to reach potential customers is definitely recommended. Certainly in social, certainly with a website presence that's optimized. If you can paid media, which is nice because you can get to market fast, it's highly measurable. And then additionally with email marketing and then any other more traditional types of marketing and the idea there is you can reach them in multiple touchpoints, stay top of mind and eventually when that need is as prevalent, they'll think of you firsthand personal, buy your product, buy your service.
- Alisa Conner: [34:20](#) Perfect. Thank you for that clarification. I think that's really going to help some people back to our favorite questions. Uh, thankS for going on a detour with me really quick there. So, uh, three things that you do that start your day off with a bang.
- Mike Michaelson: [34:40](#) Always gotta have my coffee in the morning. I, um, in the morning is I like to just read three mill structure my day I, I'm one that is a little bit of structure is a little balance and sometimes that comes with creating a list of goals, things that I want to accomplish in the day and usually that gets me on the right track and I don't try to rush right in and do the hard work right away. I try to again bring balance, wake up a little bit and prioritize my tasks and sometimes what's tough is, and especially in my world when I have a fair amount of clients, you know, prioritizing. And I think that's a key thing to focus on is making sure your, your tests starting in the morning are aligned

with your priorities in the day because things change a lot in my role.

- Alisa Conner: [35:34](#) Right? I like that. Good. Good tips. Okay. Here's some fun ones. Batman or superman?
- Mike Michaelson: [35:40](#) A superman.
- Alisa Conner: [35:41](#) Oh, how come?
- Mike Michaelson: [35:43](#) I think that he had went on to fight.
- Alisa Conner: [35:46](#) I like it. I don't give away the movie, but he didn't win. Do you have a favorite vacation spot that is unusual or different?
- Mike Michaelson: [36:00](#) You know, when I was younger I did a lot more traveling than I do now. I took a summer and went to Europe and that's in that trip I went to Greece. Then I would say that he'd asked me where I'd want to go. Right now it would be increased with my wife and uh, well it sounds a little young yet, but maybe in time I'd want to go with my son when he was little older. Nice. What did you love about it? I have one more area that I did just go to that I enjoyed was the willamette willamette valley in Oregon. You're a wine drinker electric and I'd recommend going to that. I just got back a week or so ago and drank a lot of good wine.
- Alisa Conner: [36:38](#) Nice. Um, I, I went this summer too and we stayed at the Oregon Garden Resort, which is right in the area. Did you happen to go by there?
- Mike Michaelson: [36:52](#) What town was that?
- Alisa Conner: [36:54](#) Silver, silver, silver, something silver. Ten years.
- Mike Michaelson: [36:59](#) I'm sure we drove by there. So we took a day to drive around the area with a, with a guide and we saw lots of beautiful winery is, you know, did some tastings and things like that where we stayed was in the town of mcminnville. Really nice, quaint town. Not too touristy or anything like that, but it had some fun things to do and plenty of tasting rooms and different varietals to try.
- Alisa Conner: [37:25](#) Nice. Did yoU have a favorite wine that you brought home with you because you loved it so much.
- Mike Michaelson: [37:30](#) That's the problem. I brought home all sorts of land. So it's hard to have a favorite. Jay christopher was one. Oh, we brought

home both for another one. I get a lot locally here and also went to there when we, when we visited. Um, Susan Chambers, a few other ones are hard to remember them all. My wife should be here. She could rattle them off.

Alisa Conner: [37:54](#)

Nice. That sounds like a fun rest of the winter for you guys. So good for you. Well, I appreciate you so much for being here and sharing all your knowledge and your expertise and your insight and I would love for people to be able to connect with you one on one. so where is the best place for us to find you?

Mike Michaelson: [38:11](#)

Well, you can find me online. That is legitmedia.com.

Alisa Conner: [38:31](#)

Awesome. And I will put all of those in the show notes so you guys don't have to worry about spelling and you can just click on it and get over and talk to Mike. So thanks so much for tuning in and I appreciate you so much being here, mike and sharing all of your wisdom and I am so grateful for you. So thanks again. Thank you for having me guys.