



STEPS TO BOOST YOUR VISIBILITY

Collective Individuality Designs

WHAT IS SEO

GOOGLE'S PRIORITY

TARGET AUDIENCE

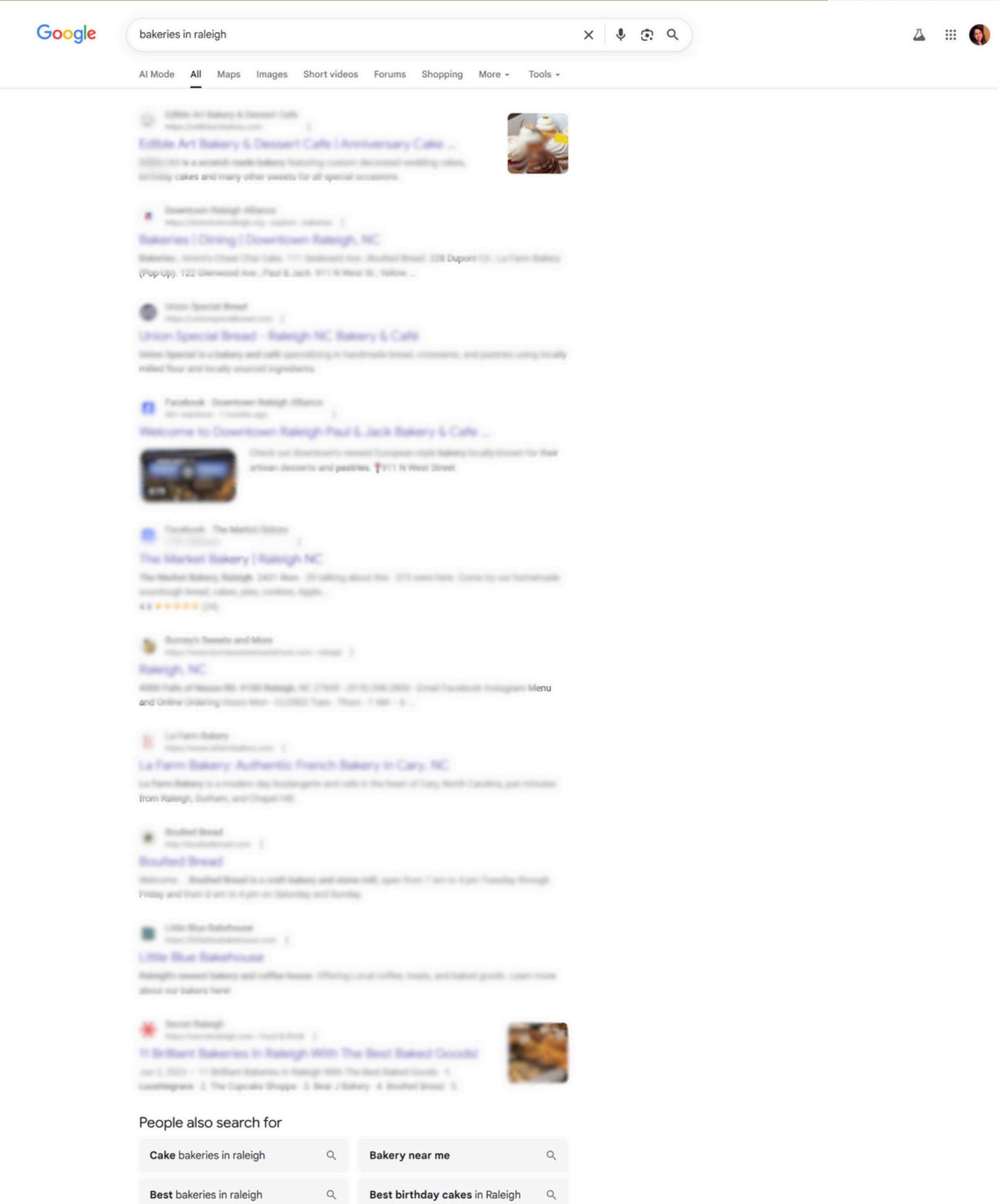
SEARCH INTENTS

KEYWORDS

ON PAGE OPTIMIZATIONS

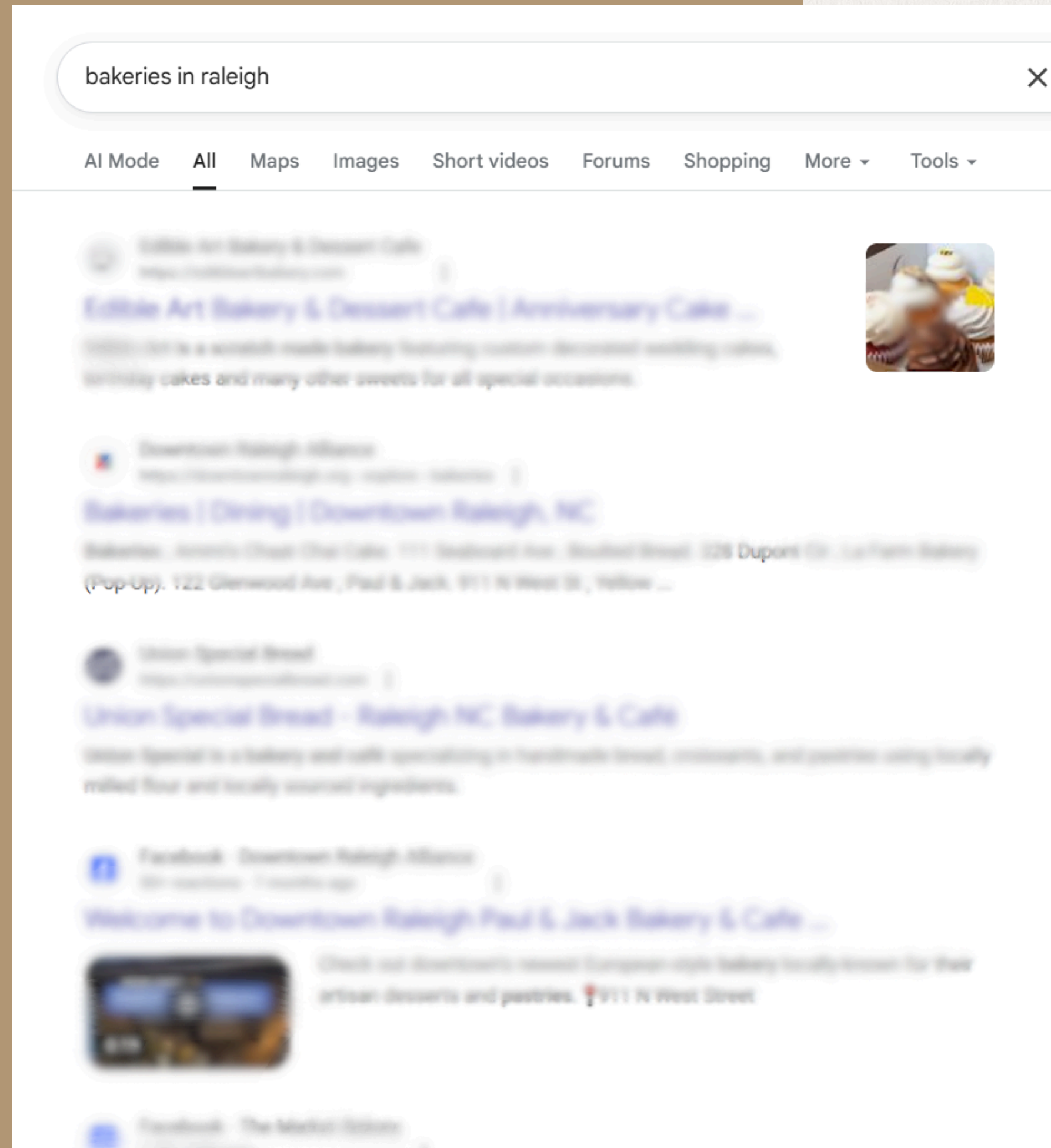
INTERNAL LINKS

BACKLINKS



Makes your website
easier to find

more visible



Organic traffic -



builds trust



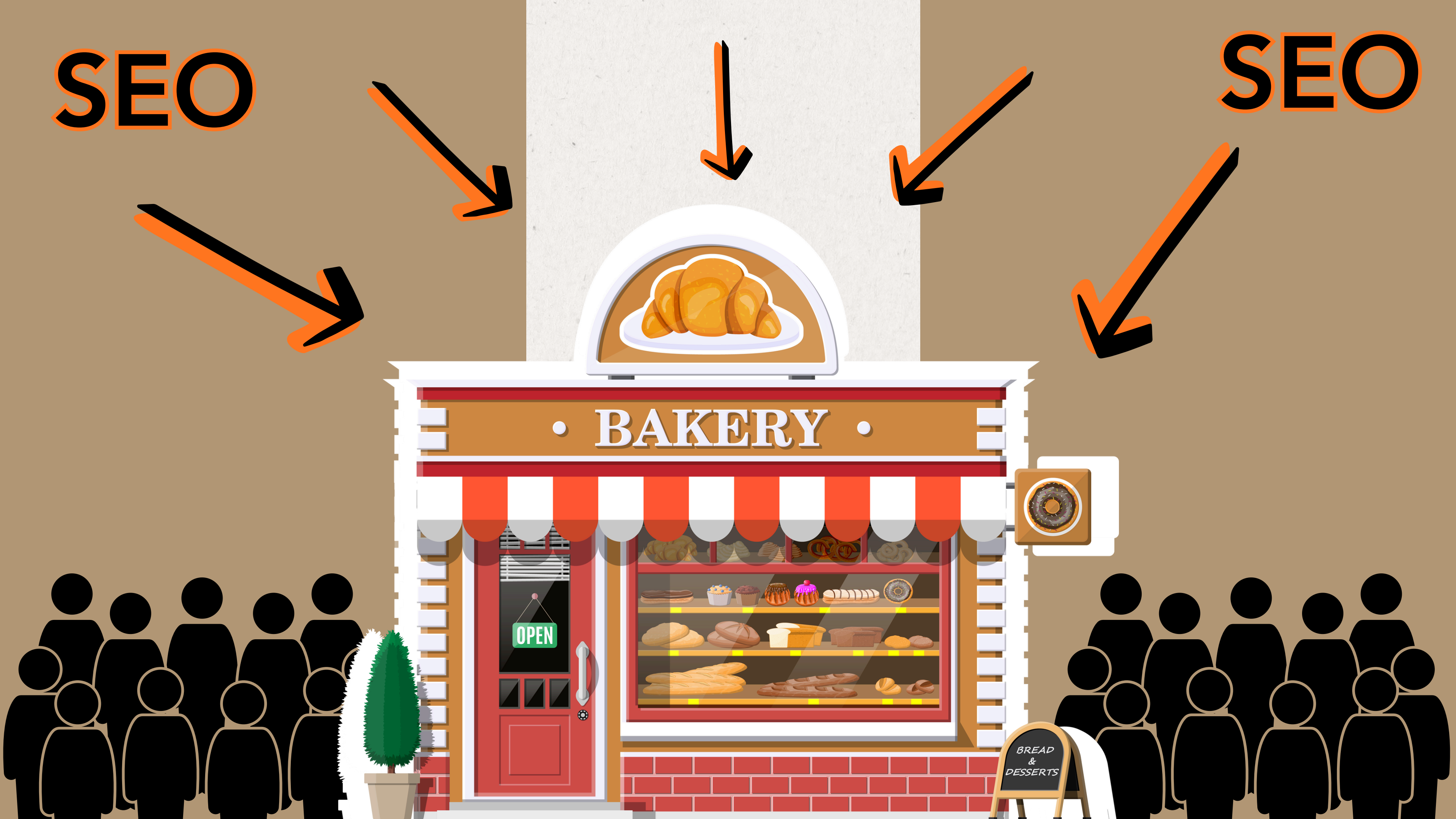
BEST PASTRIES IN TOWN



??????

SEO

SEO



5K

10K

25K



Ads

vs

SEO

WHAT IS GOOGLE'S #1
PRIORITY?

THE BEST POSSIBLE
ANSWER AND MOST
HELPFUL RESULT

IS WHAT I AM DOING MAKING MY SITE..

- More helpful?
- More relevant?



- Easier to use?
- More trustworthy?

IS WHAT I AM DOING MAKING MY SITE..

- More helpful?
- More relevant?



- Easier to use?
- More trustworthy?

PRIORITIZE THE USER EXPERIENCE

WHAT ELSE DOES GOOGLE CARE ABOUT?



https://

RANKING FACTORS

Overview

- Relevance
- Authority and trust (backlinks and EEAT)
- User experience
- Responsive
- Secure
- Search context

ON - PAGE & OFF - PAGE OPTIMIZATIONS

TARGET AUDIENCE & KEYWORDS

TARGET AUDIENCE & KEYWORDS

Step 0

Know Your Target Audience

KEYWORDS

AUDIENCE

What to say

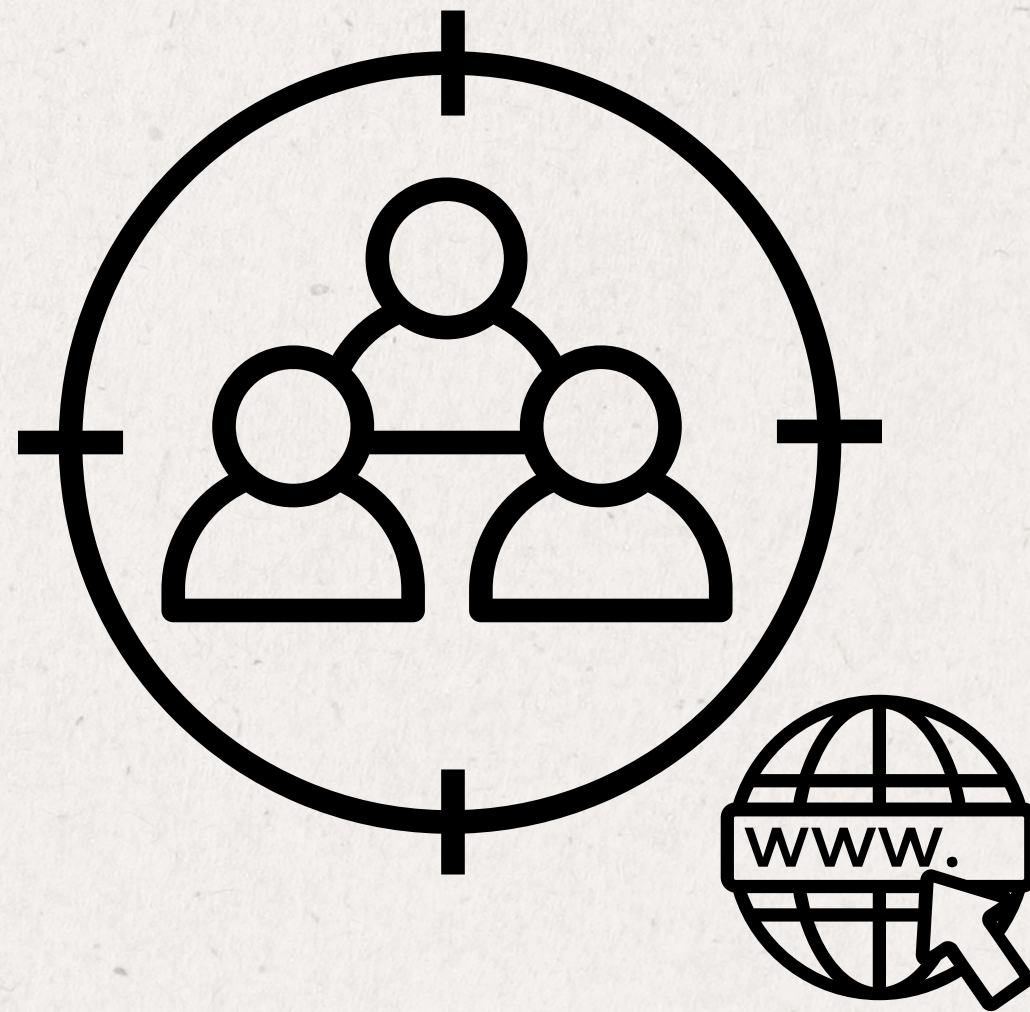
How to say it

Where to find them



THE POWER OF KNOWING YOUR AUDIENCE

- The keywords
- Topics they care about



- The content they prefer
- The tone and language

THE POWER OF KNOWING YOUR AUDIENCE

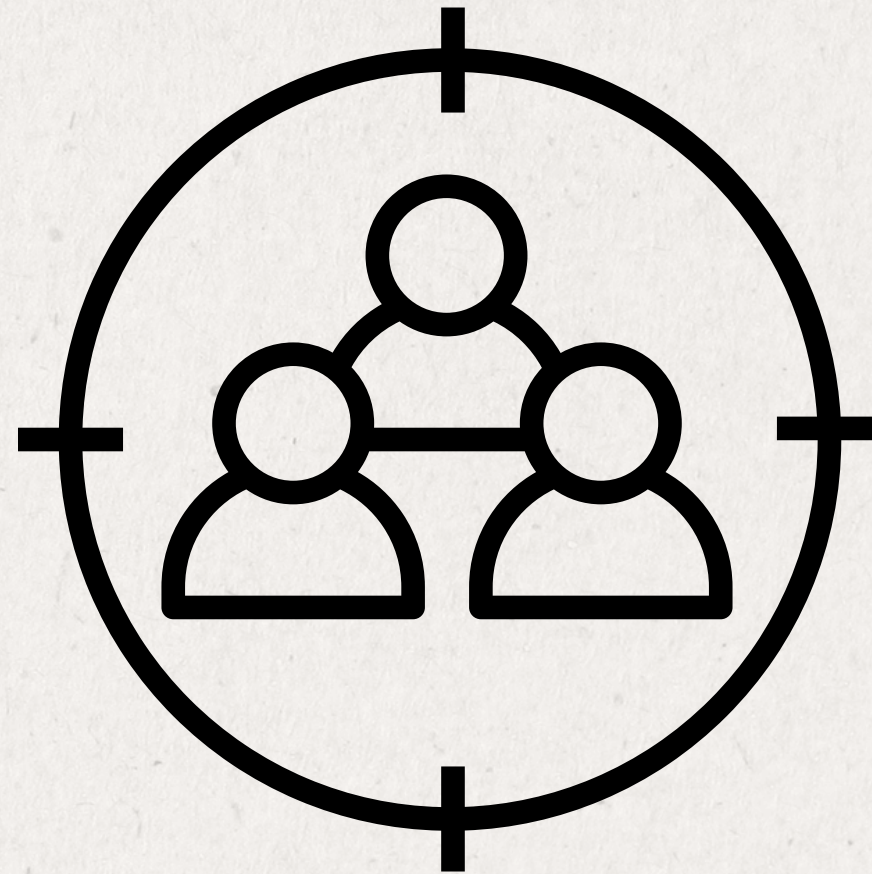
- The keywords
- Topics they care about



- The content they prefer
- The tone and language

THE POWER OF KNOWING YOUR AUDIENCE

- Age
- Location
- Job title
- Income level or education



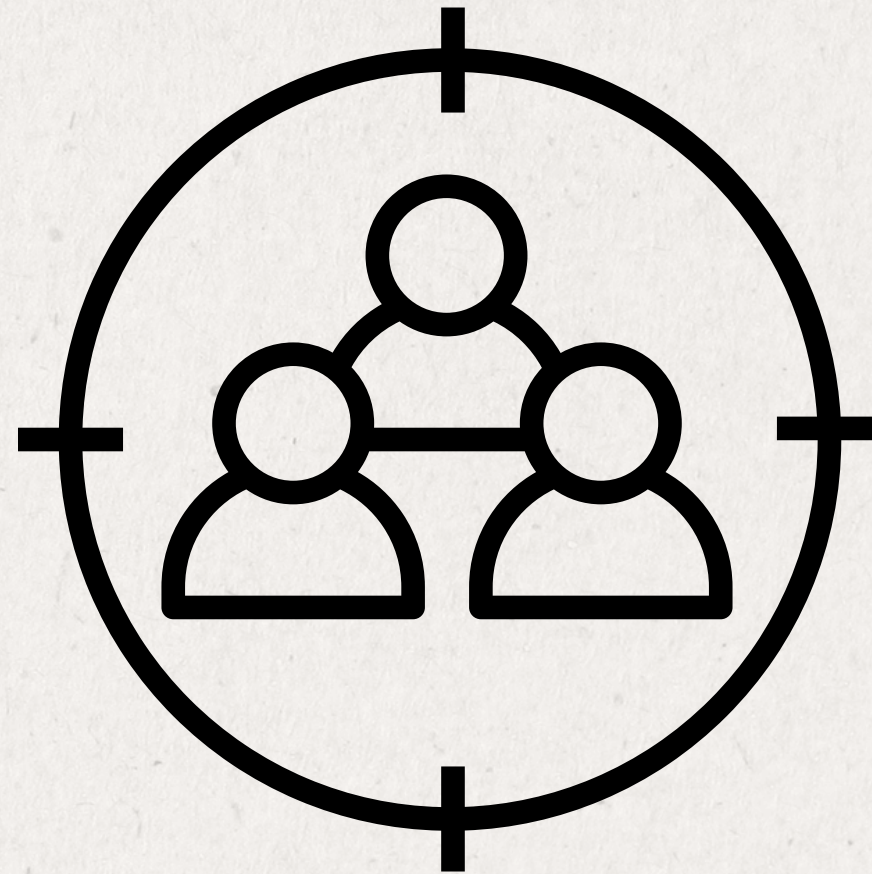
What problems are they trying to solve

What information are they searching for

Frustrations/worries

THE POWER OF KNOWING YOUR AUDIENCE

- Age
- Location
- Job title
- Income level or education

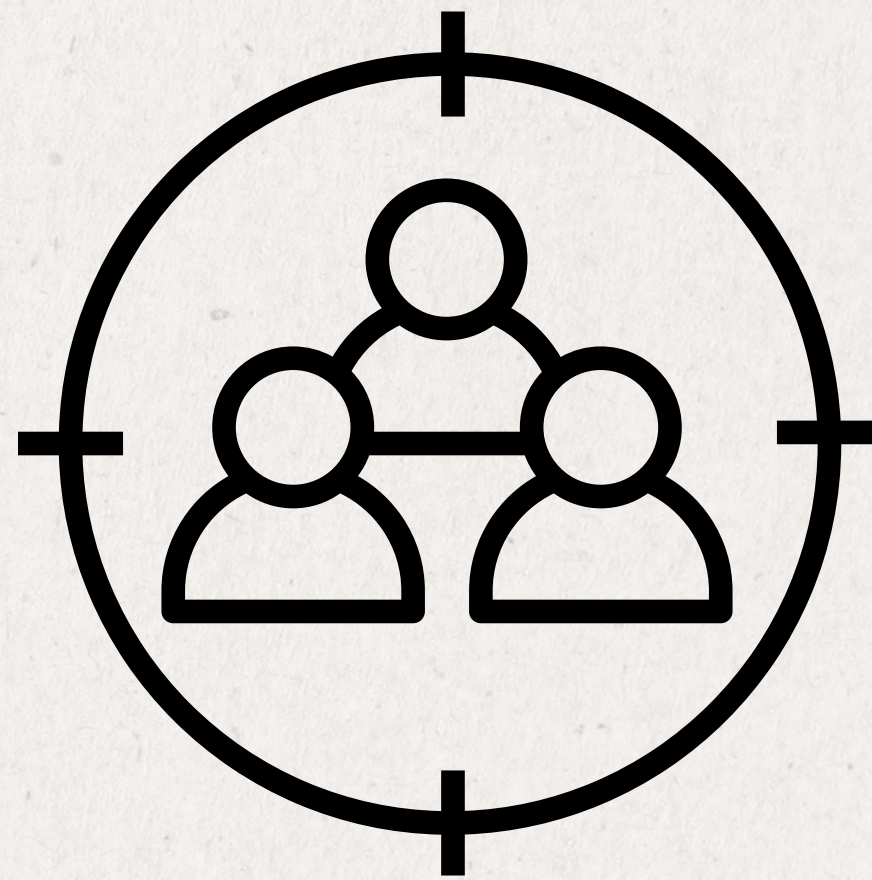


What problems are they trying to solve
What information are they searching for
Frustrations/worries

ONLINE BEHAVIOR

MOTIVATIONS

THE POWER OF KNOWING YOUR AUDIENCE



?????

AI

AI

DEEP RESEARCH



Gemini



perplexity

AI

[Target Audience - Individuals new to owning small dogs]

Conduct a market research report analyzing this audience. Focus on their main motivations for choosing small dogs, the common challenges they experience, the types of information they search for online, and their general online behavior when seeking advice about small dog care.

Provide a market research report of these aspects.

AI

Analyze these competitor websites:

- 1.
- 2.
- 3.

Provide an overview of the likely demographics and primary needs of the customers being targeted.

SEARCH INTENTS

- Informational
- Navigational
- Commercial
- Transactional



INFORMATIONAL

- Attract traffic
- Trust & Authority
- Capture your audience early in the journey



- How to...?
- What is...?
- Why is...?
- Best way to...
- Tutorials
- Guides
- Definitions

INFORMATIONAL

Best practices

- How to Train a Small Dog to Stop Barking in Apartments
- What to Feed a 10 lb Dog: Portion and Nutrition Guide
- 7 Common Mistakes New Small-Dog Owners Make (and How to Avoid Them)

Avoid transactional triggers like buy, sale, discount, order, price.

- Blogs
- Guides
- Tutorials
- How-to-articles
- Infographics
- Videos
- Visual explanations
- FAQs

NAVIGATIONAL

- They know where there are going.



- Brand names
- Website names
- Brand + Product + Service

NAVIGATIONAL

Best practices

- Make sure your brand appears clearly for those branded searches — across all key entry points (home, contact, social, reviews, etc.).
- Google Business Profile
- Yelp
- Facebook Page
- Instagram, LinkedIn, Pinterest, etc.
- Keep NAP consistent (Name, Address, Phone)

- Homepage
- About page
- Contact page

COMMERCIAL

- Researching before buying
- Comparing
- Reading reviews
- Looking for the best solution



- Best..
- Reviews
- Comparison
- Top..
- Affordable, cheap..
- Specific features

COMMERCIAL

Best practices

- Testimonials & case studies
- Awards, certifications, or recognitions
- Pricing tiers
- Comparison tables (you vs competitors)
- Real photos or video demos
- Data or performance metrics

- Product comparisons
- Reviews
- “Best of” lists
- Buying guides

Compare Cabinet Installation Services in North Carolina

TRANSACTIONAL

- Made their decision
- Signing up
- Downloading an app
- Finding a specific place to go



- Buy
- Discount
- Deal
- Sale
- Price
- Order
- Subscribe

TRANSACTIONAL

Best practices

- Use transactional keywords in titles, meta descriptions, and CTAs, not necessarily stuffed in the body.
- Testimonials & Reviews
- Guarantees (100% Satisfaction, 30-Day Refund)
- Security badges (SSL, secure checkout icons)
- Clear contact info (email, phone, address)
- Transparent policies (refunds, shipping, timelines)

Buy eco-friendly harnesses for small dogs – free shipping this week!

Compare prices and order your small dog starter kit today.

- Product pages
- Service pages
- Pricing
- Sign-up pages

ON - PAGE OPTIMIZATIONS

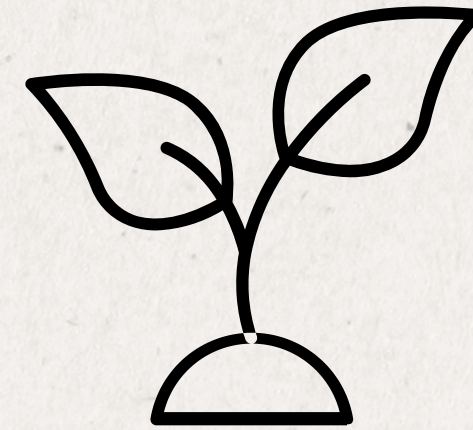
KEYWORDS

Short tail keywords

vs

Long tail keywords

KEYWORDS



Seed keywords

KEYWORDS

AI

"What are some related topics to ..."

"Give me brainstorming ideas for main themes
related to..."

"What are some common sub-topics within ..."

KEYWORDS EXERCISE

Google Keyword Planner
Ubersuggest

KEYWORDS

Best Practices

RELEVANCE

- Product/service match - directly relates to what you offer
- Persona alignment - would they search for this term?
- Satisfaction test - will visitors find exactly whar they are looking for on your page?

USAGE

- Don't use the same keyword twice on different pages
- site:yourdomain.com "keyword"

GOOGLE TRENDS

ON PAGE OPTIMIZATIONS

1. TITLE TAG

2. META DESCRIPTIONS

3. HEADERS

4. ALT TAGS

1



TITLE TAGS



Pennsylvania Horticultural Society

<https://phsonline.org> › for-gardeners › gardeners-blog ⋮

15 Common Houseplants Perfect for Your Home

Mar 28, 2024 — 15 Common Houseplants Perfect for Your Home · 1. Fiddleleaf Fig (*Ficus lyrata*) · 2. Snake Plant (*Dracaena trifasciata*) · 3. Spider Plant (... [See more](#)



Permies.com

<https://permies.com> › permaculture-house-plants › Hou... ⋮

Houseplants for People who can't grow houseplants!

For individuals struggling with houseplants like myself, I recommend hardy options like Snake Plants, ZZ Plants, Pothos, Spider Plants, Peace Lilies, Chinese ... [See more](#)

1

TITLE TAGS

Best practices

- Get your keyword towards the front of the title tag
- Don't repeat words
- Keep it under 60 characters
- Write it naturally
- Focus on benefits and solutions

"Our Cabinet Installation Services" → "Expert Cabinet Installation Services
to Transform your Home"

META DESCRIPTION



Daily Mom magazine

<https://dailymom.com> › nest › best-indoor-houseplant-i... ⋮

House Plants 101: The 25 Best Indoor Plants For Your Home

Looking to improve your home with **houseplants**? Discover the best **indoor houseplants** for health, including low light and low-maintenance options.



Bloomscape

<https://bloomscape.com> ⋮

Bloomscape | Home Ready Plants Delivered to Your Door

Backed by 5 generations of Grow-How®. Get bigger, better, leafier plants delivered from our greenhouse to your home. Buy **indoor plants** online.

2

META DESCRIPTION

Best practices

- Get your keyword towards the front
- Treat it like a mini ad for your page
- Keep it under 160 characters
- Use benefit-driven language, include action words.
- Make it unique for each page
- Include a gentle CTA

3

HEADERS

Set up

H1

(Between 20 - 70 characters)

H2

(Between 30 - 65 characters)

H3

(Between 20 - 55 characters)

3 HEADERS

CONTACTRESIDENTSTEAM

Griffis Residential®CommunitiesAboutCareersInvestorsFind an Apartment

Check out our open positions! Explore Careers

Home | About | News & Blog | Best Houseplants for Your Apartment Home



< All Posts

Best Houseplants for Your Apartment Home

FEBRUARY 18, 2025

Apartment living often entails limited space, but with the right selection of plants and lighting conditions, you can create a lush, air-purifying environment that adds accents of color and enhances the ambiance of your home. Here are some of the **best indoor houseplants** that are easy to care for and thrive in small, apartment spaces.

1. Snake Plant (Sansevieria trifasciata)

The **Snake plant**, also known as “Mother-in-Law’s Tongue”, is a hardy plant that can handle low light conditions and is easy to take care of. These sleek and stylish plants also possess air-purifying benefits. They remove toxins, such as formaldehyde and benzene, from the air and naturally repel pests, such as mosquitos.

Care Tips for Snake Plants:

- Light: Low to bright indirect light
- Water: Allow the soil to dry out between waterings
- Soil: Well-draining potting mix
- Pruning: Remove dead leaves at the base

2. Pothos (Epipremnum aureum)

Pothos are highly versatile and low-maintenance plants. Their trailing vines are a beautiful accent for any apartment. Pothos can flourish in various light conditions, from low light to bright, indirect light. These aesthetically pleasing plants also provide air-purifying properties. They can remove toxins from the air such as formaldehyde, benzene, xylene, and toluene.

Care Tips for Pothos:

- Light: Low to bright, indirect light
- Water: Water when the top inch of soil is dry
- Soil: Regular potting mix with good drainage
- Pruning: To promote bushier growth, trim back the vines

3. ZZ Plant (Zamioculcas zamiifolia)

The ZZ plant, known for its dark and glossy leaves, does well in low-light conditions and requires low maintenance care. The ZZ plant can go weeks without watering, making it ideal for busy or new plant parents.

3

HEADERS

Best practices

- Mix up the words from the title tag
- Avoid vague titles
- Don't skip them
- Keep it scannable but actually use the headers

4

ALT TAGS/TEXT

Best practices

- Be specific
- Under 125 characters
- Keep the tone consistent with your brand
- Include keywords in a natural way
- Be descriptive
- Use hypens

INTERNAL LINKS

INTERNAL LINKS

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We know it can be tricky to figure out the ideal amount of water your plants need to stay healthy. [This selection of planters](#) gives you great insight...



Best planters to not over or under water your indoor plants

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OFF - PAGE OPTIMIZATIONS

BACKLINKS

BACKLINKS

- Create valuable, link-worthy content
- Earn links from relevant, trusted sources: in your niche
- Diversify where your links come from

BACKLINKS

The #1 way to attract backlinks today

- Guides & How-Tos
- Data & Insights
- Visual Assets
- Interactive Tools

BACKLINKS

Build Strategic Relationships

- Engage in your niche
- Join local directories or chambers
- Collaborate with peers
- Guest Blogging
- Digital PR & Local Features
- Local SEO Citations
- Leverage Your Social & Partnerships

WHAT IS SEO

GOOGLE'S PRIORITY

TARGET AUDIENCE

SEARCH INTENTS

KEYWORDS

ON PAGE OPTIMIZATIONS

INTERNAL LINKS

BACKLINKS

THANK YOU!

www.collectiveindividuality.com

@ci.designs_