



CENTER FOR ONLINE EVANGELISM

What is SEO

Action Steps:

- Set up your Google Analytics [here](#)
 - [Template](#) to keep track of your growth
 - Set up Google Search Console [here](#)
- Fill in your Buyers Persona below:
 - Think about the intent of the person you are targeting, are they going to buy something?
 - Are they just gathering information?
 - Create content that reflects what you expect your visitor to do.
- Is your [NAP](#) the same all over your website?
- Fill in your information below and compare it to see if it's the same on your website:
 - Name:
 - Address:
 - Phone number:
- Check if your URLs descriptive and clear?
 - Example of a clear URL: <https://www.yourwebsite.com-example/> Should be <https://www.yourwebsite.com/the-name-of-article>
- Wordpress Users: Install [Yoast Plugin](#) (FREE)
- Check for [Meta Descriptions](#)
- Check [Title tags and heading tags](#)
- Add Image Tags
- Check your [Site Speed](#)
- Mobile Friendly
 - Check your [Mobile](#) . . .
- Sign up for an [SSL Certificate](#)
- Site Map is created automatically if you [install Yoast](#) (FREE)
- Create a [Site Map](#) (non Wordpress users)
- All about [Internal Linking](#)



Links mentioned in the presentation:

- [Understanding Google Analytics](#)
- [Search Algorithm](#)
- [Ubersuggest](#)
- [Ahrefs](#)
- [Google Developers](#)
- [Encrypt](#)

Resources about online evangelism for churches:

- [Breaking Down Online Evangelism](#)
- [Everything You Need to Know about Online Evangelism](#) PT 2
- [Everything You Need to know about Online Evangelism](#) PT 3
- [Become a Digital Missionary](#)

Check out centerforonlineevangelism.org for more resources on digital marketing!

- [Digital Evangelism Podcast](#)
- [Pro Tips in Digital Marketing for Ministries Blog](#)
- [Search Engine Optimization 101 Beginner's Manual](#)
- [eNewsletters for Digital Marketing or for Online Missionaries](#)