

Digital Marketing Master Class on SEO

Who is this for?

SMBs, SaaS and Startups

Coaches, Consultants, Speakers, Authors

Web Designers, Developers & Creatives

Local Businesses

Professional Services

Real Estate & Insurance

Health & Fitness

Agenda



Ryan Huang

www.RyanHuang.io



- Introductions / Meet & Greet
- Training
 - Rule for Marketing Success
 - Understanding the SEO Game
 - SEO Mastery Secrets
 - Programmatic SEO
 - Google Images
 - AI Automation
 - Competitor Research
 - Spy on Competitor's Content
 - Spy on Competitor Backlink Volume
- Free Gift
- Another Free Gift
- Yet Another Free Gift

Who am I?



Ryan Huang

www.RyanHuang.io



I am Ryan Huang, a seasoned full stack web developer turned award winning digital marketer based out of sunny Los Angeles, California.

I founded PR Distribution. It emerged as a prominent press release platform, publishing over 50,000 press releases and earning numerous G2 awards. During my tenure, I sold over \$3 million dollars of press releases.

The screenshot shows the PR Distribution website homepage. At the top, there is a navigation bar with the PR Distribution logo, links for Home, News, Solutions & Pricing, Resources, and Contact, and a green 'ORDER NOW' button. The main heading is '#1 Press Release Distribution Service'. Below this, it states 'More PR Distribution™ for Your PR Dollars.' and describes the platform as the leading global PR distribution platform. There are two call-to-action buttons: 'START YOUR ORDER NOW' and 'SEE PRICING & PLANS'. Below this, it mentions that PR Distribution has been mentioned in articles from Shopify, HubSpot, and Chamber of Commerce. A quote from Hook Agency from 2017 is displayed: '"Best SEO Tools"' with a 5-star rating. On the right side, there is a featured article titled 'Journalist Ian Urbina Honored With the Polk Award for International Reporting for Investigation' with a 'Send Announcement Release' button.

A row of eight G2 award badges. From left to right: 1. 'High Performer' badge for Winter 2023. 2. 'High Performer' badge for Small Business, Winter 2023. 3. 'High Performer' badge for Fall 2022. 4. 'High Performer' badge for Small Business, Fall 2022. 5. 'Best Meets Requirements' badge for Small Business, Fall 2022. 6. 'Easiest To Do Business With' badge for Winter 2022. 7. 'Easiest Setup' badge for Winter 2022. 8. 'High Performer' badge for Winter 2022.

#1 Rule for Marketing Success

Cause & Effect



This is not a real person.

Most of us, at one point or another, have had a fitness goal, whether it is to lose weight or gain muscle. If you reduce your daily caloric intake by 30% and walk 2 miles daily, I promise you will lose weight after 3 months. Put in an hour of daily weight lifting and you will gain muscle.

If you did this and stuck to it, **it would be ridiculous if you did not lose weight** or have got weaker/lost muscle.

#1 Rule for Marketing Success

Cause & Effect

Same is true with SEO. Certain inputs leads to certain predictable outputs.

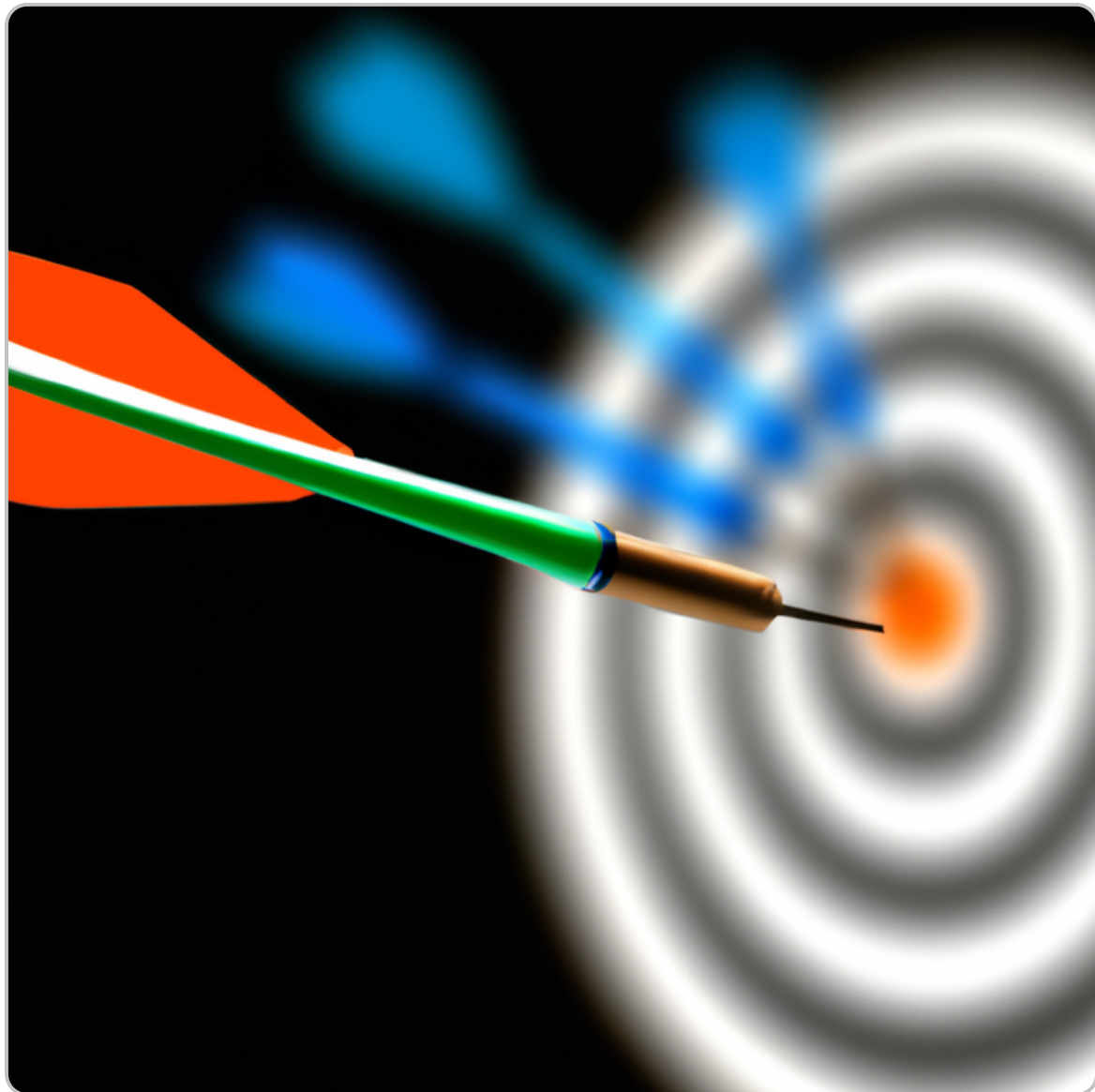
The only problem is in the SEO space, there's so many articles written about SEO from people who have not actually done it. Or they are just 1 cog in a larger machine, and don't have the full picture.

I'll break down the "science" behind SEO.



Understanding the SEO Game

On Site & Off Site SEO



Think of each page or article on your website as an arrow that you are firing. The most pages that you have, the more arrows you have to fire with. This is on site SEO.

But these arrows are weak. To level up these arrows so they fire far and powerful, you need back links. This is off site SEO.

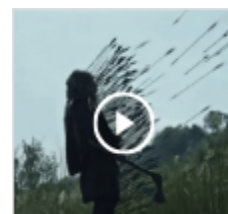
Understanding the SEO Game

On Site SEO



You could have terrible marksmanship, meaning your average piece of content isn't that good. But if you fire enough arrows or enough articles, you will land some.

Once Google starts indexing and showing some of your pages, you can always refine those pages. Effectively, sharpening each arrow.



Bow Arrows GIF - Bow Arrows Shoot - Discover & Share GIFs

The perfect Bow Arrows Shoot...

tenor.com

Understanding the SEO Game

Off Site SEO



Wouldn't it be nice if you can up level your bow and arrows? So they explode on contact while traveling twice the speed?

That's what off site SEO or link building is for. For more powerful backlinks or links back to your website you have, the higher each of your pages would rank for their respective keywords.

SEO Mastery Secrets

Programmatic SEO

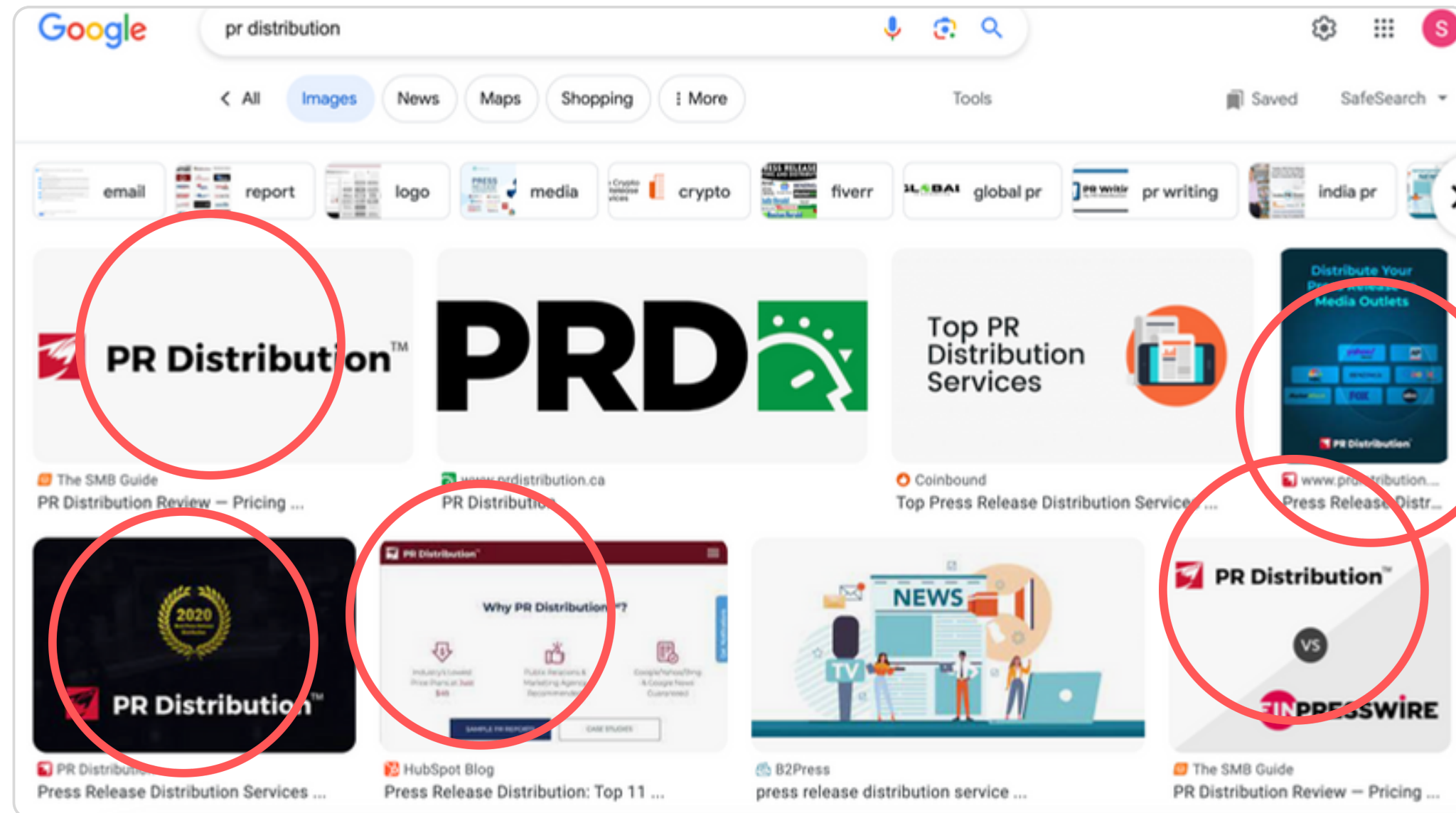
This XML file does not appear to have any style information associated with it. The document tree is shown below.

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  <url>
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    <changefreq>daily</changefreq>
  </url>
  <url>
    <loc>https://www.zillow.com/pleasant-hill-ca/3d-home-virtual-tours/</loc>
    <changefreq>daily</changefreq>
  </url>
  <url>
    <loc>https://www.zillow.com/saint-simons-island-ga/3d-home-virtual-tours/</loc>
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  </url>
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The screenshot shows the Zillow website interface. At the top, there are navigation links: Buy, Rent, Sell, Home Loans, Agent finder, Zillow logo, Manage Rentals, Advertise, Help, and Sign In. Below the navigation is a search bar with the location "Camano Island WA" and a search button. To the right of the search bar are filters for "For Sale", "Price", "Beds & Baths", "Home Type", and "More (1)". A "Save search" button is also present. The main content area features a map of Camano Island, WA, with several property listings overlaid on the map. The first listing is highlighted with a red circle and a price tag of \$569K. To the right of the map, there is a section titled "Homes for Sale in Camano Island WA with 3D Home Virtual Tours" with 6 results. The first result is a 3D tour of a house priced at \$569,000, with 3 beds, 2 baths, and 2,232 sqft. The listing is for 1255 SE Camano Drive, Camano Island, WA 98282. Below the listing is a "3D Tour" button and a "Open: Sat. 1-3pm" button.

SEO Mastery Secrets

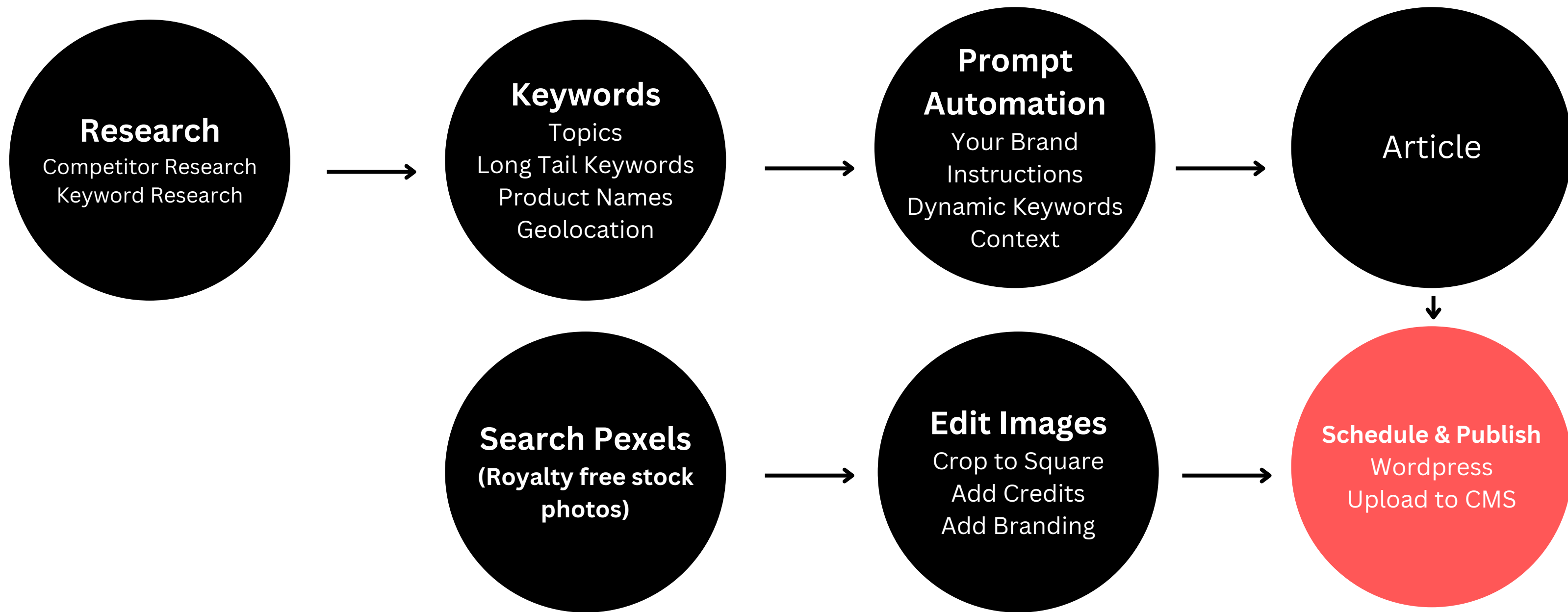
Google Images



Each image that has your branding on it that gets pulled into Google Images is free exposure for your brand in terms of impressions and clicks.

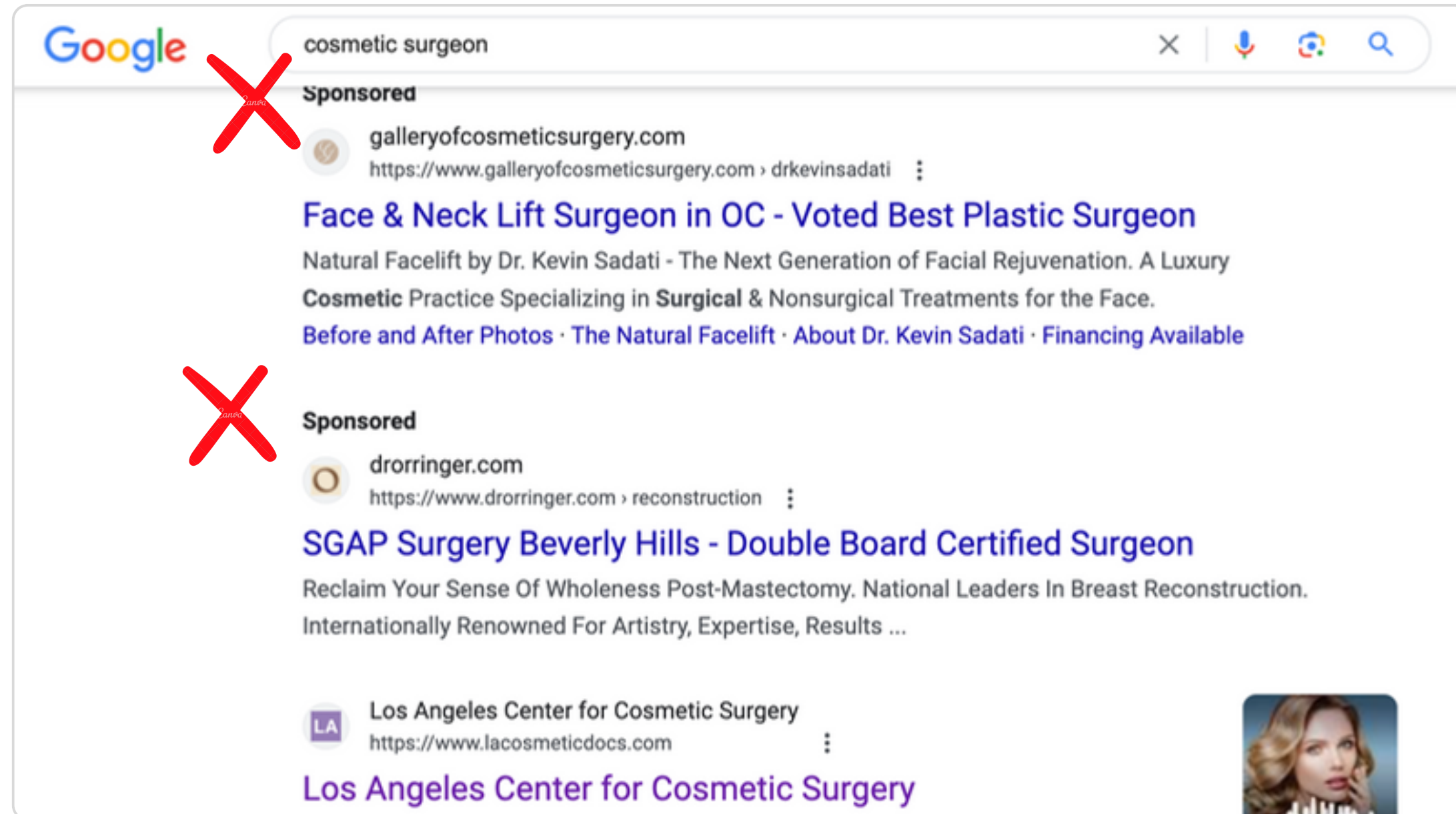
SEO Mastery Secrets

Leveraging AI Automation for Content



Competitor Research

Spy on Competitor Content Strategy



Competitor Research

Spy on Competitor Content Strategy

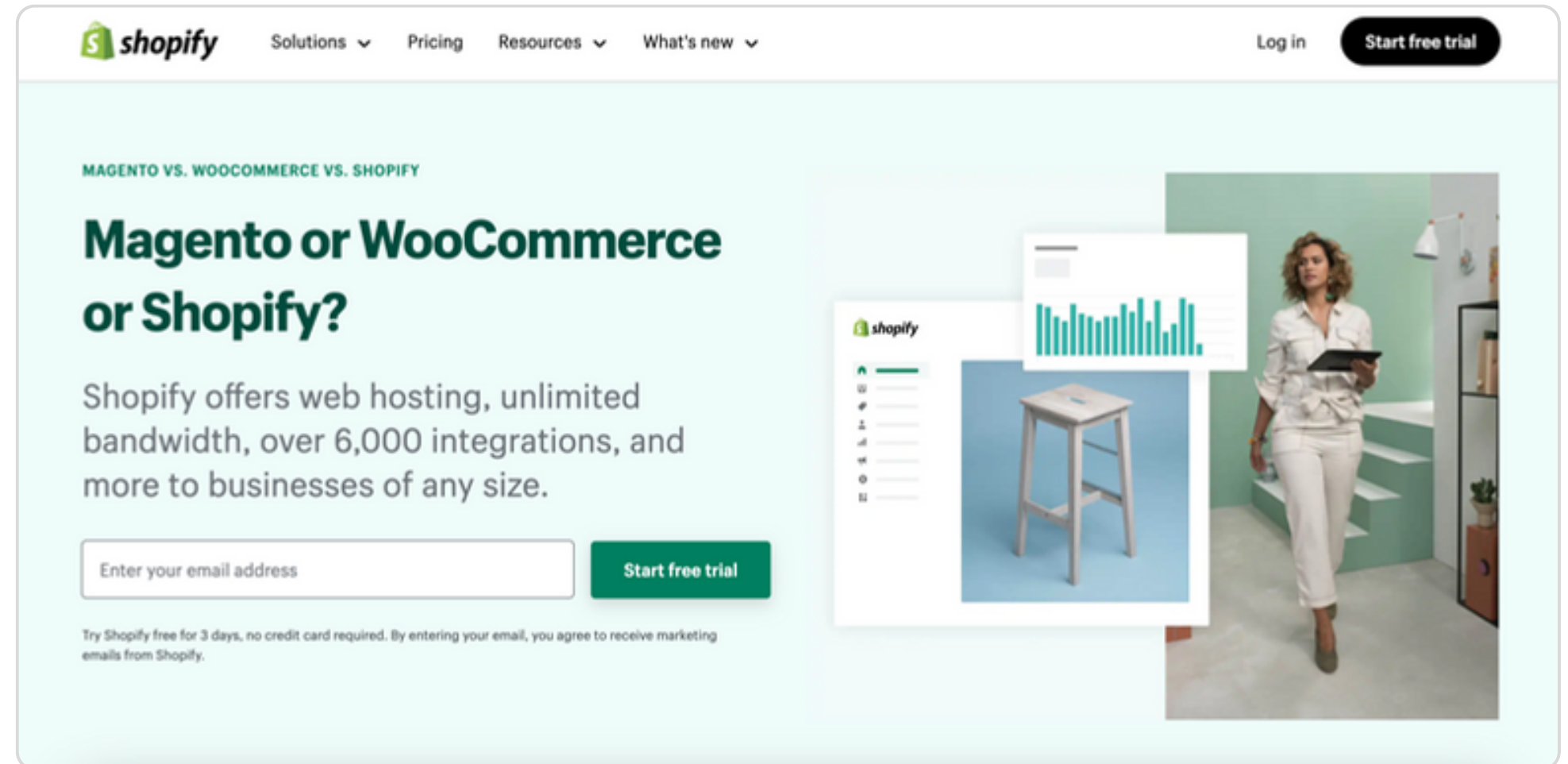
<https://www.shopify.com/sitemap.xml>

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  <lastmod>2023-10-07</lastmod>
```

Pages in Sitemap :

100% Scan done.

Total Links: 1624



The screenshot shows the Shopify website's navigation bar with the logo and links for Solutions, Pricing, Resources, and What's new. A 'Log in' link and a 'Start free trial' button are also visible. The main content area features a green header for 'MAGENTO VS. WOOCOMMERCE VS. SHOPIFY' and a large article title 'Magento or WooCommerce or Shopify?'. Below the title, a sub-headline reads 'Shopify offers web hosting, unlimited bandwidth, over 6,000 integrations, and more to businesses of any size.' A form with the placeholder text 'Enter your email address' and a 'Start free trial' button is positioned below the text. A small disclaimer at the bottom states: 'Try Shopify free for 3 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.' The background of the article section includes a woman in a white shirt and pants walking down a set of stairs, with a wooden stool and a bar chart overlaid on the scene.

Competitor Research

Spy on Competitor Content Strategy

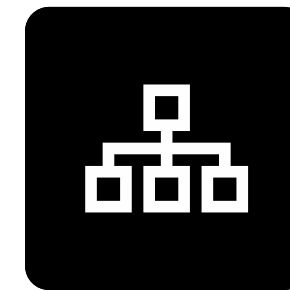
Sitemap URL

Count Pages

Pages in Sitemap :

100% Scan done.

Total Links: 2558



Sitemap Counter
RyanHuang.io/tools

Competitor Research

Spy on Competitor Backlinks

<https://www.zillow.com>



Domain Rating ⁱ

91

Backlinks ⁱ

116M

67% dofollow

[Top 100 backlinks](#)

Linking websites ⁱ

178K

77% dofollow



Domain Rating Checker

RyanHuang.io/tools

<https://www.marinaplasticsurgery.com>



Domain Rating ⁱ

41

Backlinks ⁱ

159K

98% dofollow

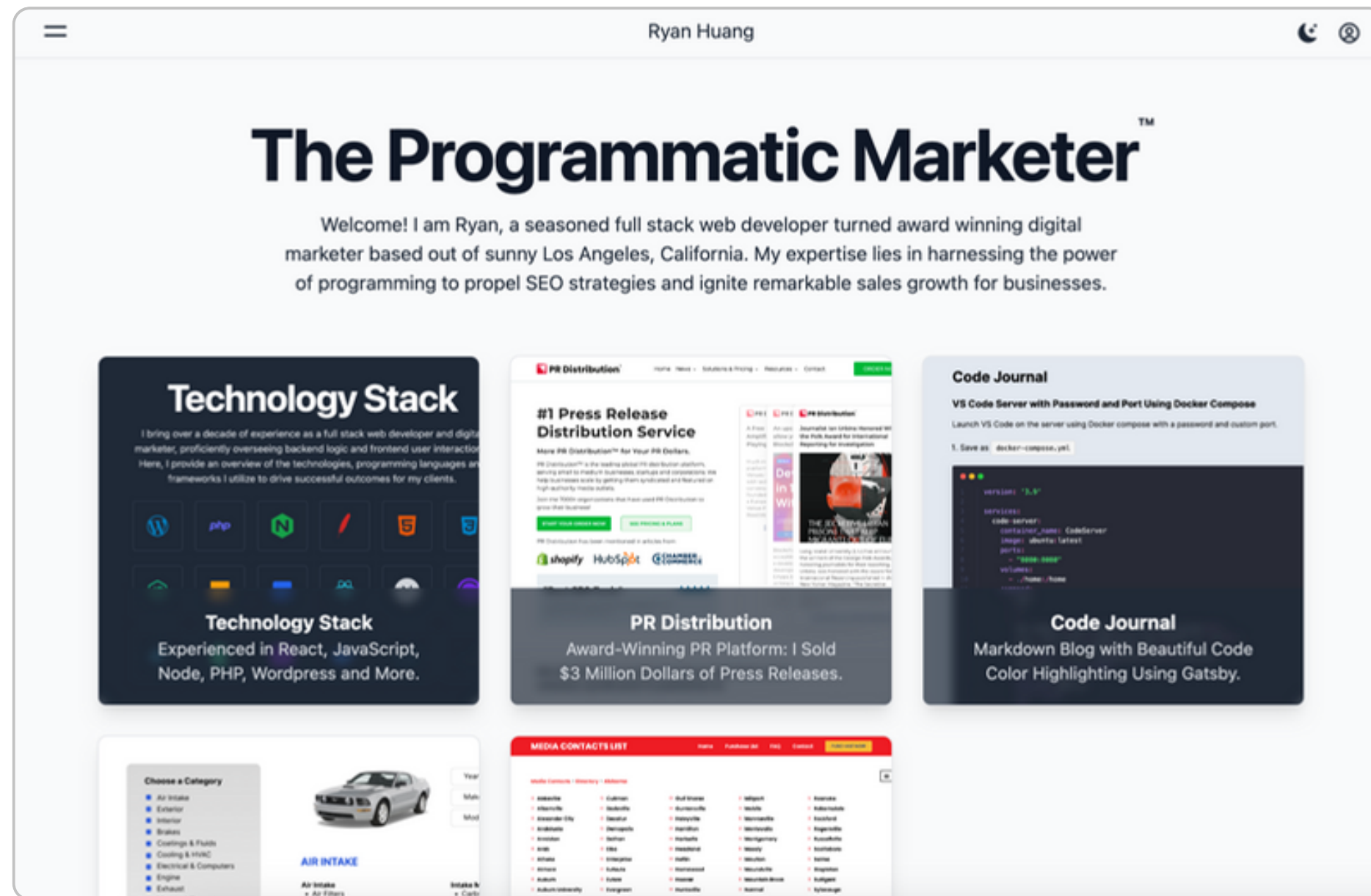
[Top 100 backlinks](#)

Linking websites ⁱ

761

65% dofollow

Free Gift



You can download the full PDF of this master class at RyanHuang.io

FREE

RyanHuang.io | The Programmatic Marketer™

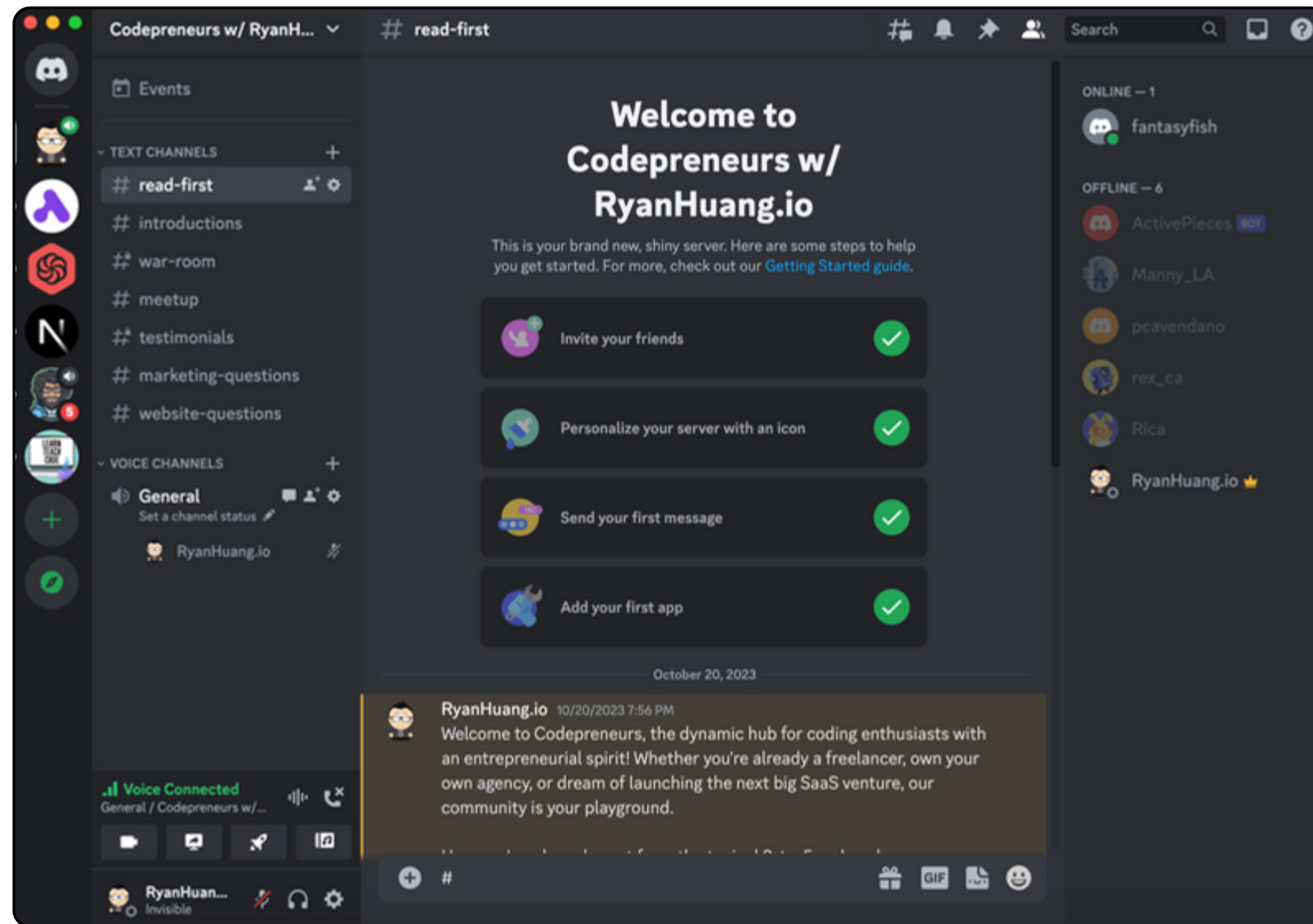
Another Free Gift



Advance SEO Strategies Master Class

FREE

Yet Another Free Gift



You can have direct access to me for **FREE** by joining the **Codepreneurs community** on Discord. Ask me questions.

The mission is to help **100,000 Codepreneurs** get to **\$100,000 or 10X**.

Let's Connect



Ryan Huang

www.RyanHuang.io



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