

A person is sitting on a rocky ridge in the foreground, looking out over a vast landscape. In the background, a large mountain with a sharp peak is visible under a clear blue sky. The sun is rising behind the mountain, creating a bright glow and lens flare effects. The overall scene is serene and inspiring.

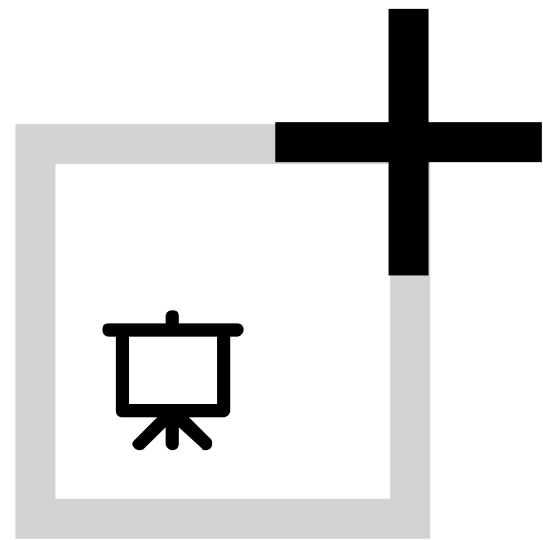
# 5 STEPS TO INCREASE TRAFFIC AND SALES

40% TO 80% ON SHOPIFY OR WORDPRESS

Download Presentation at  
[www.HarnessingStrengths.com/sbdc](http://www.HarnessingStrengths.com/sbdc)

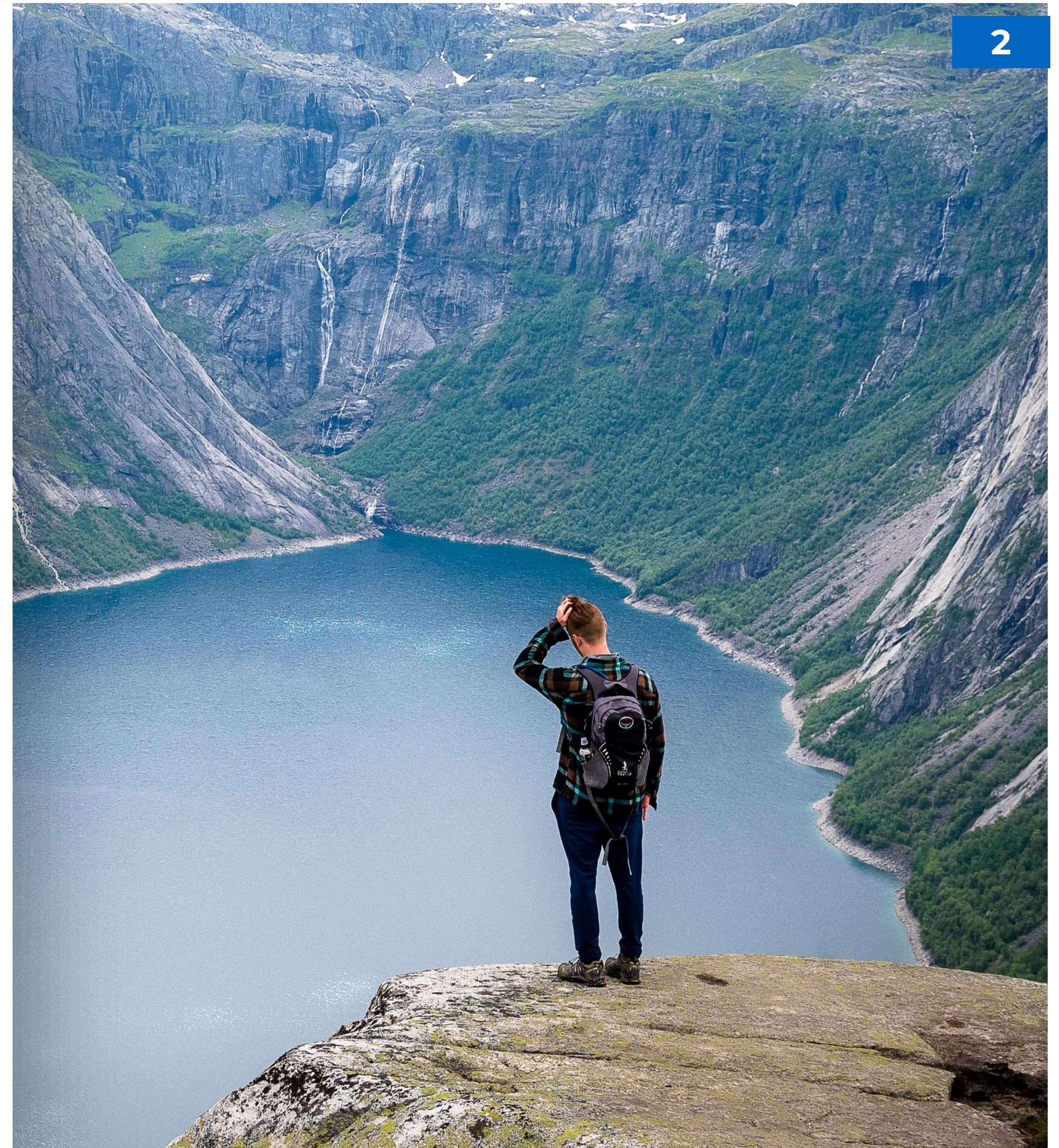
**Eric Kooymans**  
[ek@harnessingstrengths.com](mailto:ek@harnessingstrengths.com)





## NEXT 30 MINUTES

- 1 [How To](#) Setup Shopify and Wordpress
- 2 [How to](#) do a detailed market analysis & Content strategy
- 3 [How to](#) do build a strong value ladder and growth strategy
- 4 [How to](#) do backlink analysis and outreach







## PLAN FOR TARGETED GROWTH

Map out the target content strategy for each products, services and channels

**Product 2**  
2400 searches

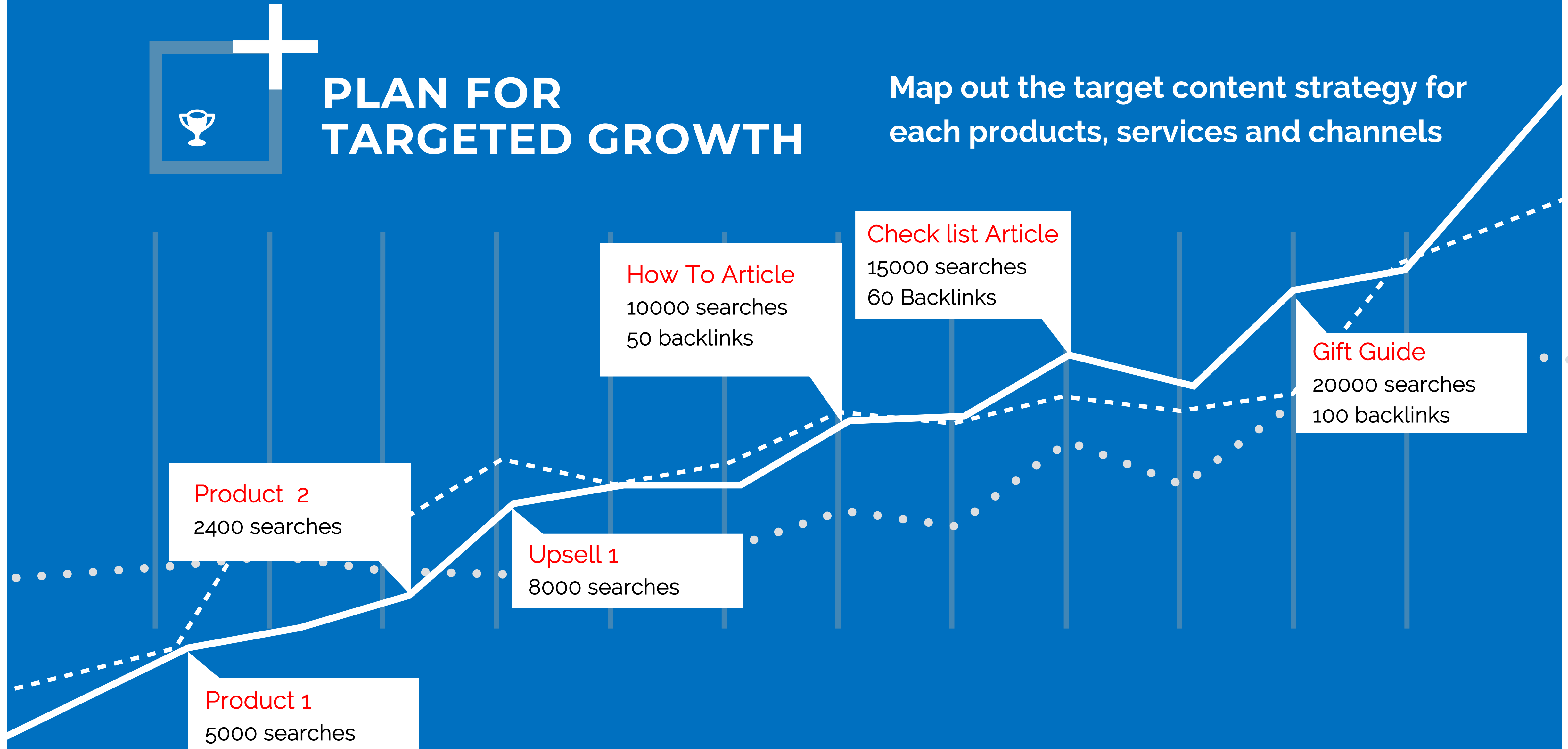
**Product 1**  
5000 searches

**Upsell 1**  
8000 searches

**How To Article**  
10000 searches  
50 backlinks

**Check list Article**  
15000 searches  
60 Backlinks

**Gift Guide**  
20000 searches  
100 backlinks

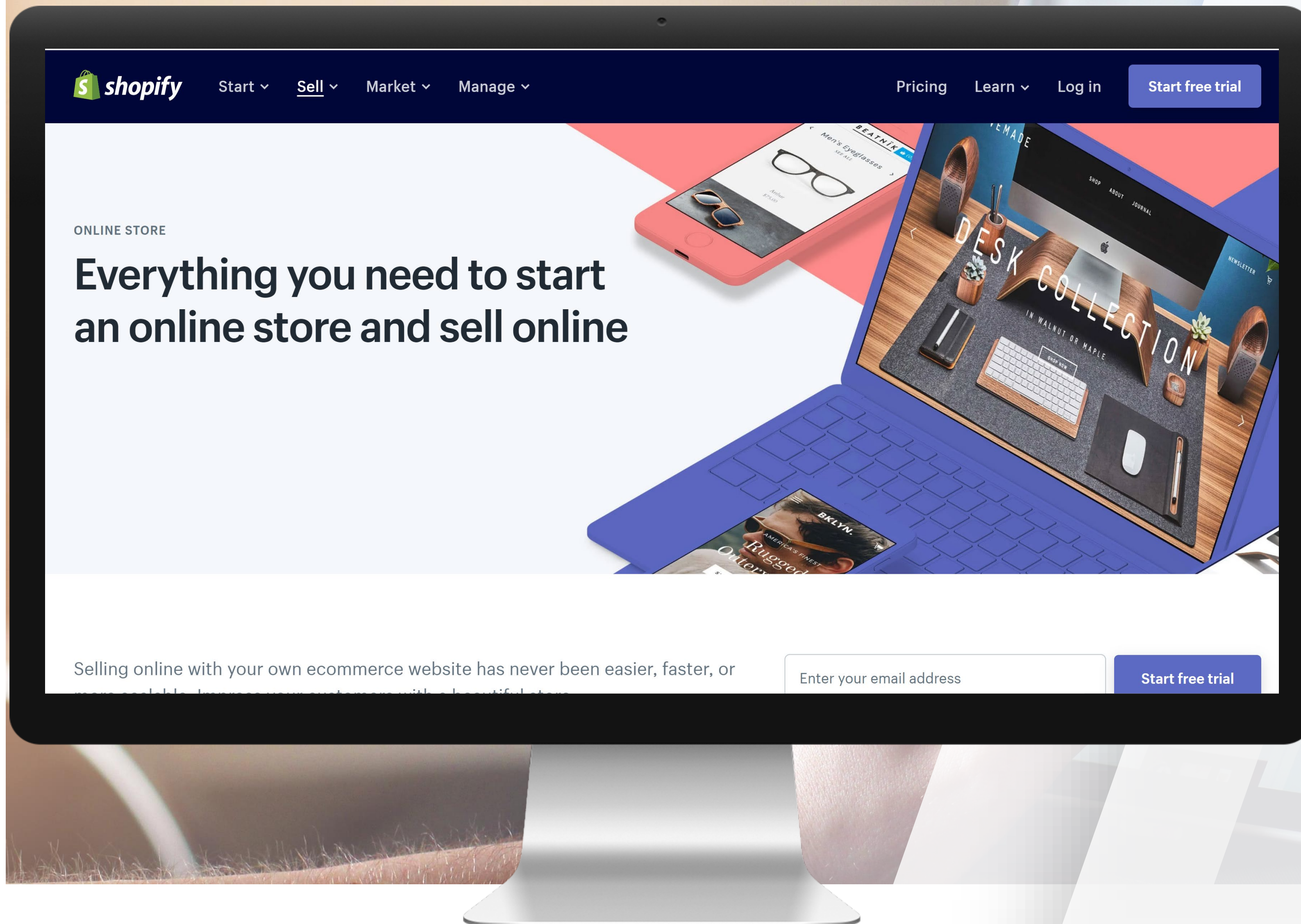




# **shopify** 800K E-COMMERCE STORES

## HOW TO SETUP SHOPIFY

1. Go to Shopify.com and start free trail
2. Pick a theme on Shopify themes, or Themeforest.net
3. Add Collections, Products, & content.
4. Add Shopify Payments & domains, and install recommended apps.







## HOW TO SETUP WORDPRESS

1. Pick WordPress Hosting  
WPEngine.com, Cloudways,  
Godaddy.com, Siteground.com
2. Pick a Popular theme  
From Themeforest.net that Elementor  
Friendly
3. Add Elementor Plugin
4. Install Recommended Plugins



Solutions Insights About Pricing



Sales Questions?

Need Support?

Sign in



### Founded on the world's leading CMS: WordPress.

WordPress is an open framework that enables you to customize the CMS to your business instead of customizing your business to the CMS, as you would with closed, proprietary systems.

**30%**

of all websites on the internet are  
built with WordPress.

**60%**

of all sites built with a CMS use  
WordPress.

**27%**

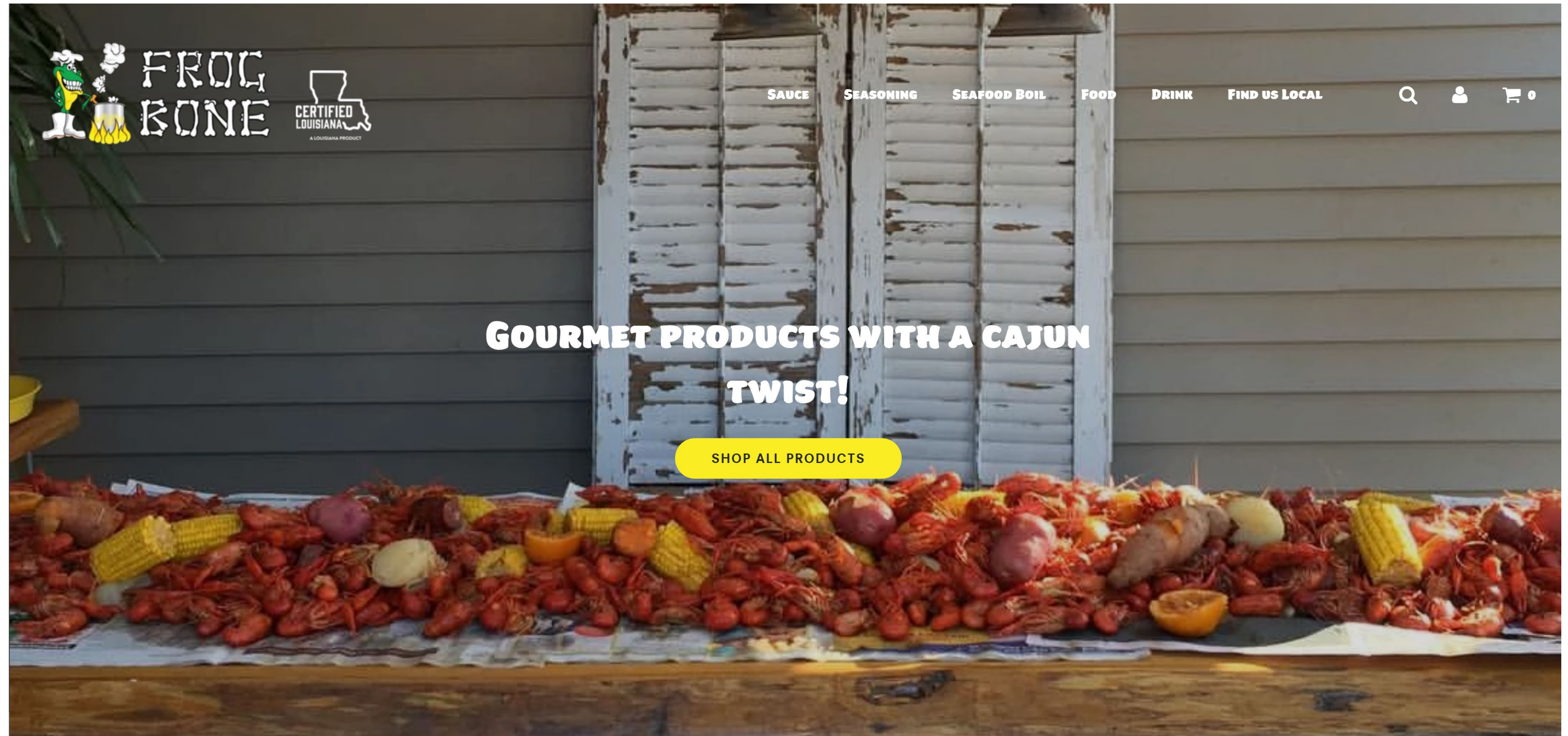
of the top 10k sites by traffic use  
WordPress.

**100K+**

WordPress developers to help  
you build experiences.



# 5 STEPS FOR 40% TO 80% GROWTH

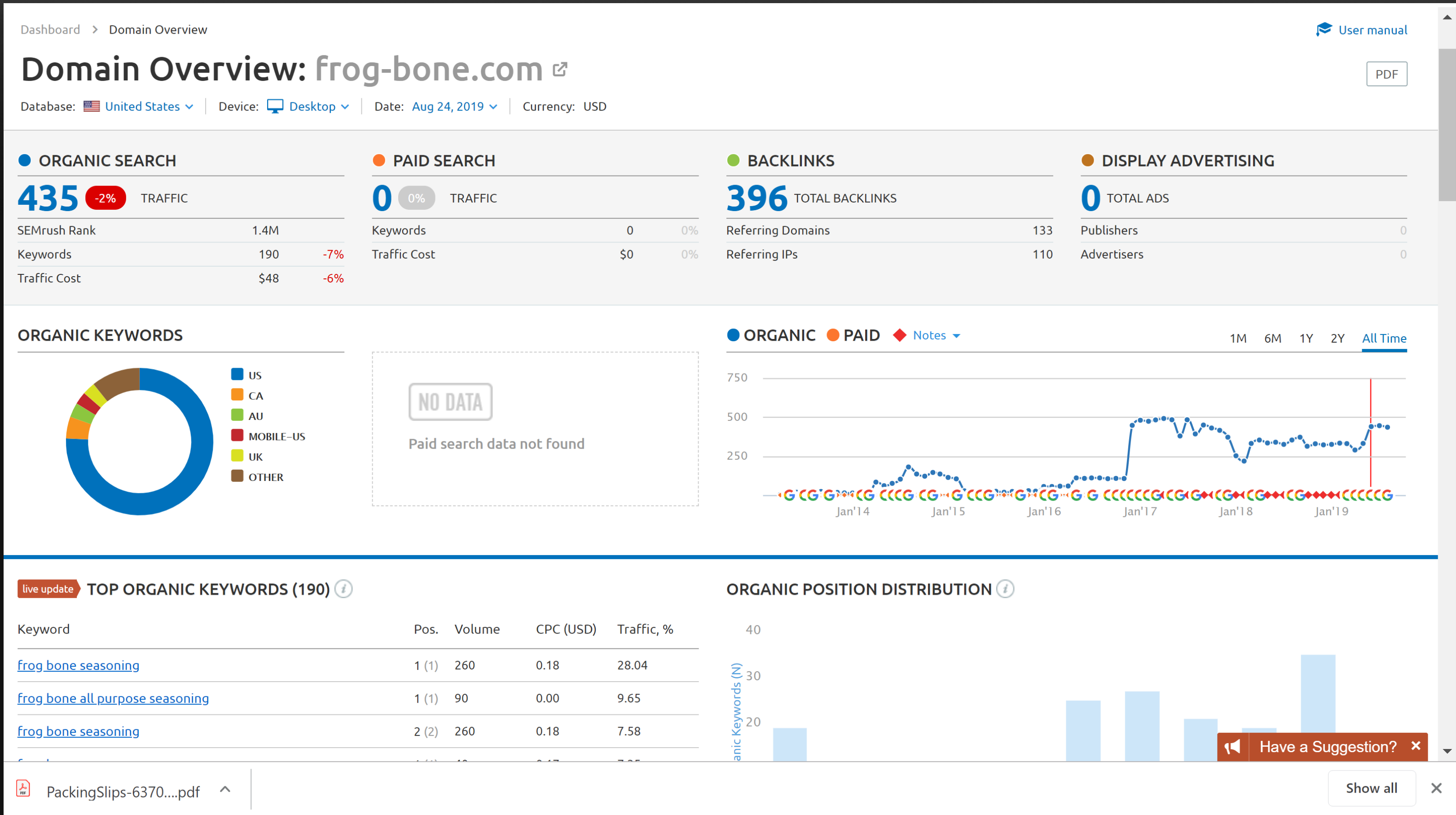




# DO A MARKET ANALYSIS







# PULL SEMRUSH.COM REPORT

435 VISITORS

396 backlinks from 133 domains

RANKS 190 KEYWORDS





## Organic Search Positions 1 - 100 (190) ⓘ

|   | <input type="checkbox"/> | Keyword                          | Pos. ⚙ | Diff. ⚙ | Traffic % ⚙ | Volume ⚙ | KD% ⚙ | CPC (USD) ⚙ | URL   |
|---|--------------------------|----------------------------------|--------|---------|-------------|----------|-------|-------------|---|
| > | <input type="checkbox"/> | frog bone seasoning              | 1 → 1  | 0       | 28.04       | 260      | 61.95 | 0.18        | <a href="https://www.frog-bone.com/catalog.php">https://www.frog-bone.com/catalog.php</a> ↗                   |
| > | <input type="checkbox"/> | frog bone all purpose seasoning  | 1 → 1  | 0       | 9.65        | 90       | 54.92 | 0.00        | <a href="https://www.frog-bone.com/catalog/All-... g)/9">https://www.frog-bone.com/catalog/All-... g)/9</a> ↗ |
| > | <input type="checkbox"/> | frog bone seasoning              | 2 → 2  | 0       | 7.58        | 260      | 61.95 | 0.18        | <a href="https://www.frog-bone.com/catalog/All-... g)/9">https://www.frog-bone.com/catalog/All-... g)/9</a> ↗ |
| > | <input type="checkbox"/> | frog bone sauce                  | 1 → 1  | 0       | 7.35        | 40       | 62.75 | 0.17        | <a href="https://www.frog-bone.com/">https://www.frog-bone.com/</a> ↗   |
| > | <input type="checkbox"/> | frog bone seasoning near me      | 1 → 1  | 0       | 7.35        | 70       | 60.64 | 0.00        | <a href="https://www.frog-bone.com/catalog.php">https://www.frog-bone.com/catalog.php</a> ↗                   |
| > | <input type="checkbox"/> | www frog bone com                | 1 → 1  | 0       | 5.51        | 30       | 63.69 | 0.00        | <a href="https://www.frog-bone.com/">https://www.frog-bone.com/</a> ↗   |
| > | <input type="checkbox"/> | frog bones                       | 6 → 6  | 0       | 5.51        | 2,400    | 75.04 | 0.25        | <a href="https://www.frog-bone.com/">https://www.frog-bone.com/</a> ↗   |
| > | <input type="checkbox"/> | frog bone seasoning              | 3 → 3  | 0       | 5.28        | 260      | 61.95 | 0.18        | <a href="https://www.frog-bone.com/catalog/4_P...l/20">https://www.frog-bone.com/catalog/4_P...l/20</a> ↗     |
| > | <input type="checkbox"/> | frog bone seasoning              | 4 → 4  | 0       | 4.13        | 260      | 61.95 | 0.18        | <a href="https://www.frog-bone.com/catalog/1_P...)/13">https://www.frog-bone.com/catalog/1_P...)/13</a> ↗     |
| > | <input type="checkbox"/> | frog bone all purpose seasoning  | 2 → 2  | 0       | 2.52        | 90       |       |             |   |
| > | <input type="checkbox"/> | frog bone cajun seasoning        | 1 → 1  | 0       | 2.06        | 20       |       |             |   |
| > | <input type="checkbox"/> | where to buy frog bone seasoning | 1 → 1  | 0       | 2.06        | 20       |       |             |   |
| > | <input type="checkbox"/> | frog bone bone reaper            | 1 → 1  | 0       | 2.06        | 20       |       |             |   |
| > | <input type="checkbox"/> | frog bone seasoning near me      | 2 → 2  | 0       | 2.06        | 70       |       |             |   |
| > | <input type="checkbox"/> | frog sauce                       | 1 → 1  | 0       | 2.06        | 20       |       |             |   |
| > | <input type="checkbox"/> | frog bone seasoning near me      | 3 → 3  | 0       | 1.37        | 70       |       |             |   |

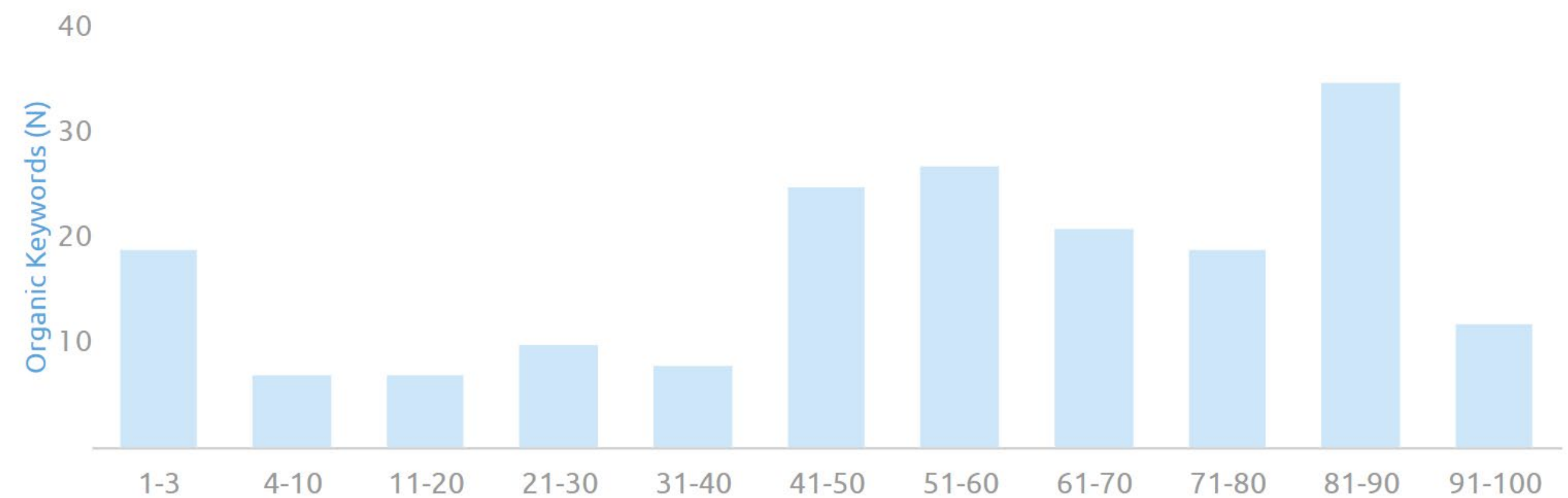
# OPTIMIZE CURRENT RANKINGS

## 190 TOTAL KEYWORDS

Targeting 41k searches a month

396 backlinks from 133 domains

## ORGANIC POSITION DISTRIBUTION ⓘ





| Search Result                    | Volume (US) | CPC (\$) (US) | Comp (US) | Value (\$) (US) | OnPage Difficulty | OffPage Difficulty | SEO D |
|----------------------------------|-------------|---------------|-----------|-----------------|-------------------|--------------------|-------|
| seafood boil                     | 90500       | 0.4           | 0.46      | 36200           | 71                | 63                 |       |
| food cajun                       | 27100       | 1.18          | 0.02      | 31978           | 55                | 63                 |       |
| cajun food                       | 22200       | 1.44          | 0.02      | 31968           |                   |                    |       |
| seafood boil near me             | 27100       | 0.78          | 0.21      | 21138           | 11                | 60                 |       |
| cajun seasoning                  | 49500       | 0.24          | 0.99      | 11880           | 60                | 62                 |       |
| seafood boil recipe              | 14800       | 0.45          | 0.1       | 6660            | 18                | 60                 |       |
| seafood boil sauce               | 3600        | 0.26          | 0.89      | 936             | 15                | 62                 |       |
| cajun sauce                      | 2900        | 0.31          | 0.86      | 899             | 67                | 47                 |       |
| what is cajun seasoning          | 3600        | 0.31          | 0.08      | 1116            | 60                | 62                 |       |
| what is in cajun seasoning       | 3600        | 0.31          | 0.08      | 1116            | 60                | 61                 |       |
| homemade cajun seasoning         | 2400        | 0.44          | 0.01      | 1056            | 43                | 57                 |       |
| how to make cajun seasoning      | 2900        | 0.36          | 0.02      | 1044            | 24                | 62                 |       |
| best cajun food near me          | 720         | 1.43          | 0.02      | 1030            | 5                 | 55                 |       |
| what is cajun food               | 1000        | 1.03          | 0.02      | 1030            | 47                | 57                 |       |
| cajun mix seasoning              | 1900        | 0.54          | 0.79      | 1026            | 19                | 56                 |       |
| cajun seasoning mix              | 1900        | 0.54          | 0.79      | 1026            | 15                | 59                 |       |
| frog bones                       | 2400        | 0.4           | 0.13      | 960             | 72                | 53                 |       |
| bones of frog                    | 2400        | 0.4           | 0.13      | 960             | 45                | 48                 |       |
| seafood boil restaurants near me | 1900        | 3.36          | 0.2       | 6384            | 6                 | 41                 |       |
| cajun food near me               | 2900        | 1.54          | 0.02      | 4466            | 13                | 51                 |       |
| cajun food in tulsa              | 590         | 7.55          | 0.06      | 4455            | 13                | 56                 |       |
| best cajun food in new orleans   | 1900        | 1.96          | 0.03      | 3724            | 27                | 60                 |       |
| cajun seasoning recipe           | 6600        | 0.56          | 0.04      | 3696            | 49                | 65                 |       |

## PULL KEYWORD RESEARCH

### 250K TO 500K A MONTH SEARCHING FOR THEIR PRODUCTS

**Step 1:** Pull Keyword Search Report for each keyword group.

**Step 2:** Highlight most relevant and accomplishable keywords for home page, collection, product, and blog sitemap and content strategy.

**Tools:** Google Keyword Planner, UberSuggest, and KeywordKeg



## Domain Overview: nolacajun.com

Database: United States | Device: Desktop | Date: Aug 24, 2019 | Currency: USD

### ORGANIC SEARCH

**4.6K** +3% TRAFFIC

|              |                        |
|--------------|------------------------|
| SEMrush Rank | 260K                   |
| Keywords     | 4.9K <span>+1%</span>  |
| Traffic Cost | \$2.7K <span>0%</span> |

### PAID SEARCH

**11** -45% TRAFFIC

|              |                       |
|--------------|-----------------------|
| Keywords     | 13 <span>-24%</span>  |
| Traffic Cost | \$3 <span>-25%</span> |

### BACKLINKS

**1.9K** TOTAL BACKLINKS

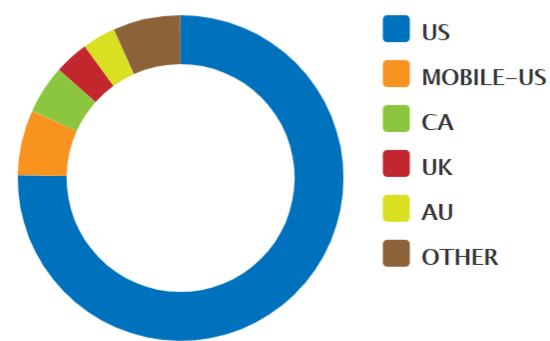
|                   |     |
|-------------------|-----|
| Referring Domains | 210 |
| Referring IPs     | 252 |

### DISPLAY ADVERTISING

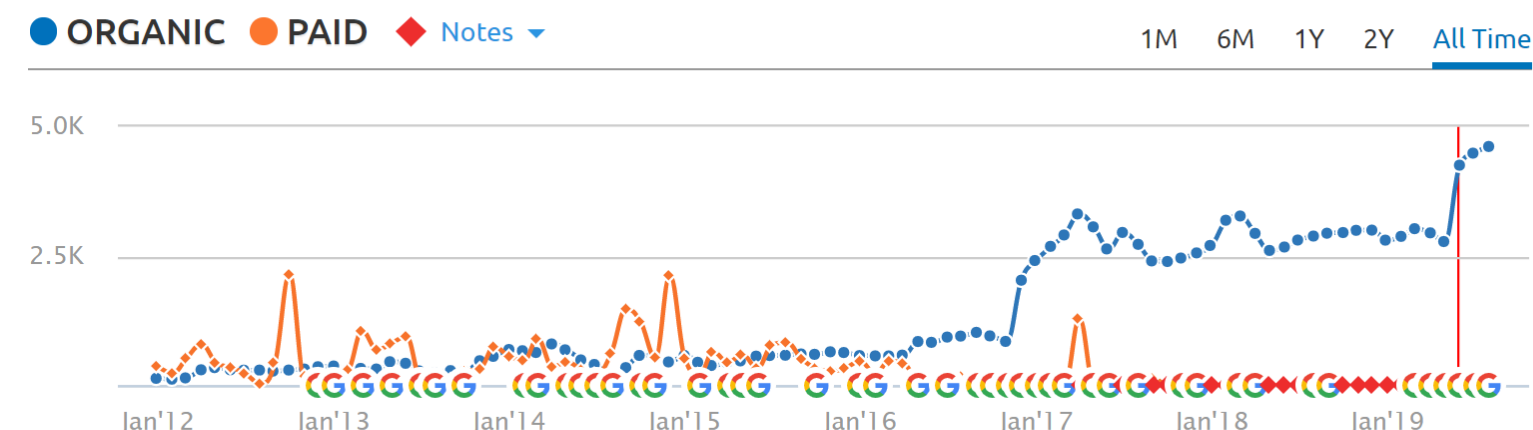
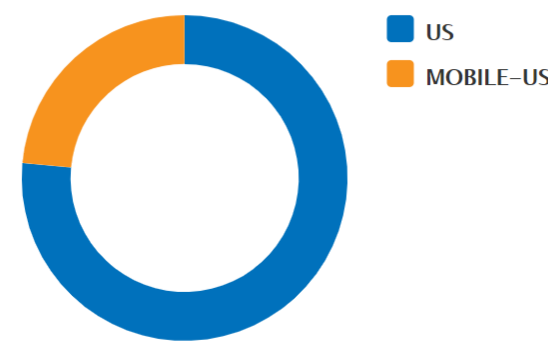
**49** TOTAL ADS

|             |     |
|-------------|-----|
| Publishers  | 113 |
| Advertisers | 0   |

### ORGANIC KEYWORDS



### PAID KEYWORDS

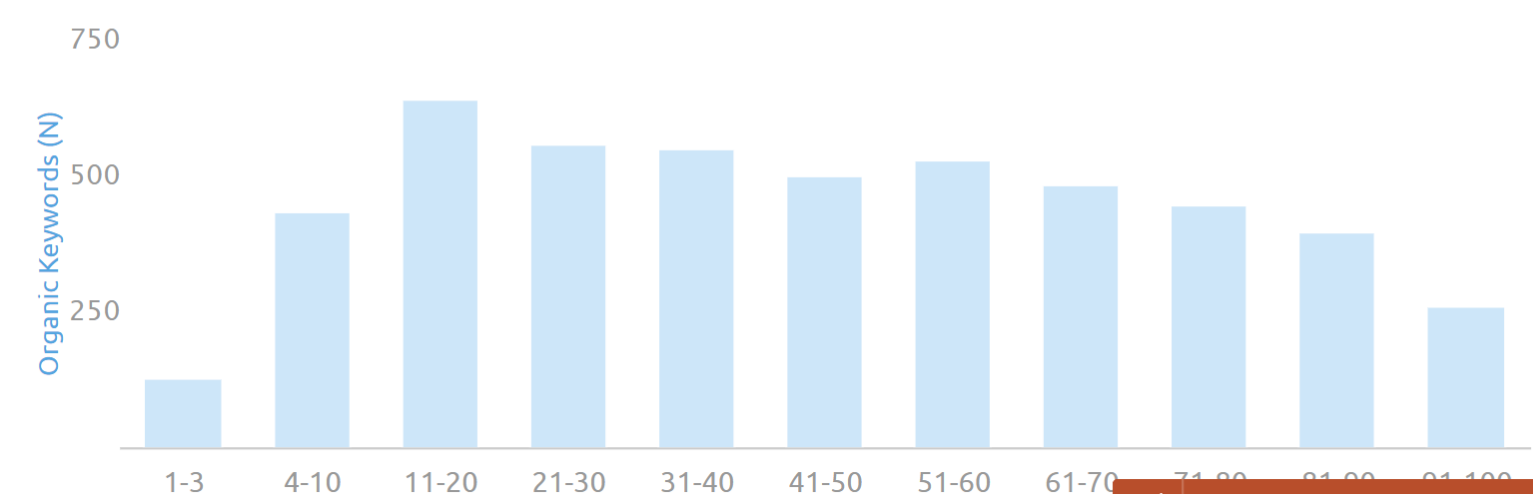


### live update TOP ORGANIC KEYWORDS (4,944)

| Keyword                              | Pos.  | Volume | CPC (USD) | Traffic, % |
|--------------------------------------|-------|--------|-----------|------------|
| <a href="#">patton's hot sausage</a> | 1 (1) | 880    | 1.80      | 8.94       |
| <a href="#">hot sausage patties</a>  | 1 (1) | 390    | 2.24      | 3.96       |
| <a href="#">patton's hot sausage</a> | 2 (2) | 880    | 1.80      | 2.46       |
| <a href="#">zatarain's</a>           | 9 (9) | 18,100 | 0.27      | 2.33       |
| <a href="#">zatarains</a>            | 8 (7) | 18,100 | 0.23      | 2.33       |

[View full report](#)

### ORGANIC POSITION DISTRIBUTION



[Have a Suggestion?](#)

# COMPETITOR ANALYSIS

## RANKING FOR 4944 KEYWORDS

**Step 1:** Export keyword report

**Step 2:** Highlight most relevant and accomplishable keywords they rank for and add to your sitemap and content strategy.

**Step 3:** Pull Backlinks list and find backlink opportunities

**Tools:** SEMrush.com, SimilarWeb.com, ahrefs.com, buzzsumo.com



## SOCIAL CONTENT ANALYSIS

### FIND CONTENT PEOPLE LOVED

**Step 1:** Export Content report

**Step 2:** Find articles that were highly shared.

**Step 3:** Find blog article ideas to add to sitemap.

**Tools:** buzzsumo.com, ahrefs.com

#### Content Analyzer

Search Analysis

cajun seasoning

Search

Save Search

Export

Total Results: 279

How to run an Advanced Search

Sort by Total Engagements

Facebook Engagements Twitter Shares Pinterest Shares Reddit Engagements Number of Links Evergreen Score Total Engagements

Lafayette and **Cajun** Country, LA | **Season 2** Episode 02/06/2019 | Samantha Brown's Places to Love

By Pbs — Feb 8, 2019

pbs.org

Video

Save  
View Backlinks  
View Sharers  
Share

3.1K 10 1 0 0 4 3.1K

Free Big Fat Belly Good **Cajun Seasoning** Sample

By Julie's Freebies — Feb 12, 2019

juliesfreebies.com

Save  
View Backlinks  
View Sharers  
Share

2.1K 1 1 6 0 5 2.1K

**Cajun Seasoning** Recipe (Big & Small Batch Measurements!) - Wine & Glue

By Joanne Sonnenberg Says — Aug 31, 2018

wineandglue.com

Save  
View Backlinks  
View Sharers  
Share

38 4 2K 0 0 4 2K

Altha's Louisiana **Cajun Seasoning** & Spices adds a deli | Kent Reporter

Save  
View Backlinks  
View Sharers

1.3K 1 0 0 0 3 1.3K



# BUILD A CONTENT STRATEGY





# BUILD A SITEMAP – JIMMY’S SAUCE COMPANY

|                               |                             |                              |                            |                     |                           |
|-------------------------------|-----------------------------|------------------------------|----------------------------|---------------------|---------------------------|
|                               |                             |                              | Blog                       | About Us            | Contact                   |
|                               |                             |                              |                            |                     |                           |
| Logo                          |                             |                              |                            | Search Feature      |                           |
|                               |                             |                              |                            |                     |                           |
| Main Navigation               |                             |                              |                            |                     |                           |
| Sauces                        | Marinades (9,900)           | Seasoning & Spices (14,800)  |                            | Beef Jerky (49,500) | Grilling Supplies (1,000) |
| BBQ Sauce (27,100)            | Chicken Marinade (90,500)   | Hamburger Seasoning (8,100)  | Beef Brisket Rub (1,900)   | Biltong (14,800)    |                           |
| Steak Sauce (14,800)          | Pork Chop Marinade (40,500) | Beef Jerky Seasoning (1,000) | Rub for Ribs (22,200)      | Droewors (880)      |                           |
| Burger Sauce (4,400)          | Beef Marinade (4,400)       | Sausage Seasoning (4,400)    | Pork Rub (4,400)           |                     |                           |
| Wing Sauce (8,100)            |                             | Chili Seasoning (27,200)     | Spices for Chicken (8,100) |                     |                           |
| BBQ Chicken Sauce (1,000)     |                             | Curry Seasoning (1,900)      | Spices for Salmon (2,900)  |                     |                           |
| BBQ Pulled Pork Sauce (1,300) |                             |                              |                            |                     |                           |
|                               |                             |                              |                            |                     |                           |
|                               |                             |                              |                            |                     |                           |
|                               |                             |                              |                            |                     |                           |
|                               |                             |                              |                            |                     |                           |
| 4 Column Footer Menu          |                             |                              |                            |                     |                           |
| Products                      | Quick Links                 | Customer Service             | Email Sign Up              |                     |                           |
| BBQ Sauces                    | About Us                    | Shipping Policy              |                            |                     |                           |
| Marinades                     | Blog                        | Return Policy                | Social Share               |                     |                           |
| Seasoning & Spices            | Privacy Policy              | Contact Us                   |                            |                     |                           |
| Beef Jerky                    | Terms of Use                |                              |                            |                     |                           |
| Grilling Supplies             |                             |                              |                            |                     |                           |



# HOW TO BUILD A CONTENT STRATEGY

---

## Map out SEO Strategy based on demand

- Targeted Title Tags – Under 65 characters
- Home Page – 1500+ words
- Product Category Pages – 1000+ words
- Products Pages – 400+ words
- Page for Each Service – 1000+ words
- Blogs / Targeted Articles – 1500+ words

## How To Easy Write 1500+ words

- List out Targeted Title Tags
- List out the Targeted H1
- List out 5 to 10 H2s which reinforce.
- Write 2 to 3 sentences for each H2.
- Work in your big “Hot Buttons, Why, Differentiators”

## EXAMPLE CONTENT MAP

15

*CATEGORY: HOME PAGE*

**H1: JIMMY’S SAUCES: BBQ SAUCES, MARINADES, SEASONINGS, & BEEF JERKY**

**TITLE TAGS: JIMMY’S SAUCES | BBQ SAUCES, MARINADES, SEASONINGS, & JERKY**

H2: JIMMY’S STORY

H2: BBQ SAUCE

H2: MARINADES

H2: SEASONINGS & SPICES

H2: BEEF JERKY

H2: GRILLING SUPPLIES

*CATEGORY: SAUCES*

**H1: BBQ SAUCE**

**TITLE TAGS: BBQ SAUCE – SAUCE FOR CAROLINA BBQ | JIMMY’S SAUCES**

H2: QUICK BBQ SAUCES

H2: OUR BBQ SAUCE INGREDIENTS

H2: CHOOSE A HEALTHY BBQ SAUCE

H2: TASTES LIKE CAROLINA BBQ SAUCE

H2: AS TASTY AS HOMEMADE BBQ SAUCE

H2: KOSHER FRIENDLY BBQ SAUCE

H2: HALAL FRIENDLY BBQ SAUCE

**H1: STEAK SAUCE**

**TITLE TAGS: STEAK SAUCE – BBQ SAUCE FOR STEAK | JIMMY’S SAUCES**

H2: JIMMY’S BBQ STEAK SAUCE

H2: TOP STEAK SAUCE IN SOUTH AFRICA

H2: OUR STEAK SAUCE INGREDIENTS

H2: TASTES LIKE HOMEMADE STEAK SAUCE

H2: A SIMPLE STEAK SAUCE

H2: A JIMMY’S STEAK SAUCE RECIPE

H2: KOSHER FRIENDLY STEAK SAUCE

H2: HALAL FRIENDLY STEAK SAUCE

H2: MSG-FREE STEAK SAUCE



# HOW TO CREATIVELY ADD 1500+ WORDS OF CONTENT

██████████

Why INSPIRATIONAL GIFTS



## Inspirational Home Décor

Looking for inspirational home décor gift ideas? We understand that home needs to be a place of refuge, comfort, peace and inspiration. At Inspirational Gifts, we offer unique gifts for the home that are perfect for a housewarming gift, birthday gift, Christmas present or teacher's gift. Shop our beautiful and inspirational home décor gifts for your mom, sister, friend, husband, wife, or other family and friends. From farmhouse wall décor to inspirational wall art, we offer the perfect gift to add a little inspiration and character to your home. Shop our uplifting, inspirational gifts for the home today.

[Learn More](#)



## Canvas Inspirational Wall Art

Canvas inspirational wall art gives a fresh approach to decorating your home. Canvas art can work well in any room. Dining on Sunday dinner is just a little more delicious when you enjoy a captivating piece of canvas wall art. A popular spot for inspirational canvas wall art is above the fireplace. Curling up next to the fireplace, feeling the warmth, and listening to the crackling sounds is one of life's greatest joys. Adding a piece of beautiful, inspirational art takes the experience to the next level. Whether you are looking for an elegant piece of wall art for your friend, family member, or a gift for yourself, we invite you to choose a piece of canvas inspirational wall art.

## Wood Plank Wall Art

Wood plank wall art features a unique, rustic charm. Looking to add a little farmhouse-style to your home or apartment? Browse our collection of inspiring and beautiful wood plank wall art pieces. The versatile wood plank wall art works well in a traditional home or a home away from home, such as a mountain or lake cabin. This inspirational art also pairs well with the salt and the sand of a beach house. Whether you are shopping for yourself or a gift for a loved one, we are sure you will find the perfect piece at *Inspirational Gifts*.

## WHY CHOOSE TRAINZ



### About Trainz

Trainz is the premier site for model train enthusiasts. Visit us to find Lionel trains, MTH trains, K-Line and lots of other trains and accessories. With our decades of experience, we are one of the best-known and most-trusted sources for everything model...



### Model Trains

Searching for model trains and model train accessories? Get on the right track with Trainz! Look inside to find just about everything the model train hobbyist could hope to find, including resources and information for folks who are new to the wonderful...

### Our Web Design Services Include:

#### Web Development

Ecommerce Development

Ecommerce Redesign

B2B Ecommerce

Shopify Redesign

Wordpress Redesign

Search Engine Optimization

### Website Development

Did you know many companies can build you a pretty website, but it will not give you a chance of ranking on any major search engines? The worst part is, it won't accomplish your goal of generating more revenue either. At Harnessing Strengths, we believe that there is no point in building a website if nobody is going to find it. So if your goal is to tell people about your business, generate leads, or sell products, we will build you the most effective website to generate traffic and accomplish your goals.

Most importantly, we believe in enabling our clients, so we will always build the website so a non-technical person can easily edit and manage the website moving forward. So, no matter what the other marketing agencies tell you, you can have a perfectly professional website, with all the best features, that is easy to update, and generate excellent traffic.

Learn more about [web development services](#).

### LIFESTYLE

All / [Lifestyle](#) / Music



APRIL 20, 2014

#### Week in review in the lifestyle section

Donec quam felis, ultricies nec, pellentesque eu, pretium quis,...



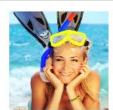
APRIL 19, 2014

#### Youth is fun. Make sure it stays that way!



APRIL 18, 2014

#### Boxing is trending



APRIL 17, 2014

#### Youtube Videos everywhere!



APRIL 16, 2014

#### Whats new in Life?

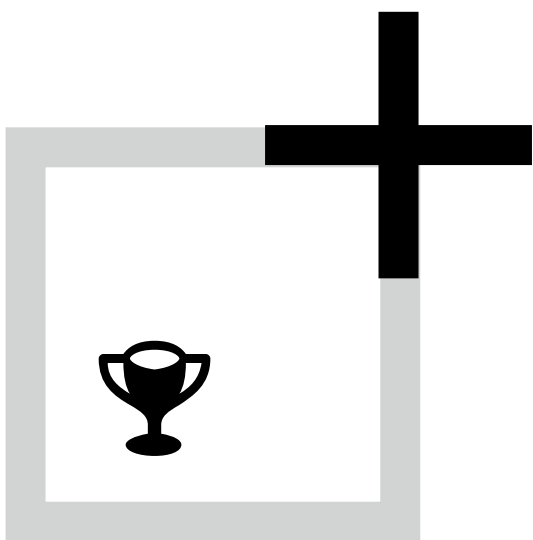


# HOW TO MAKE VIDEOS

Keep it simple, don't over think it.







# BUILD BUNDLES & UPSELLS





# BUILD A VALUE LADDER THROUGH BUNDLES & UPSELLS

Goal: Get the average order over \$50 to \$99, so the order volume can scale



### Winnipeg Jets Hat

\$29.99

Add to cart

When purchased by itself this hat is normally \$29.99

This is an example of not only a sweet hat, but a product that is part of a bundle sale. If you look down below there are two other items that when purchased together with this item will qualify you for a 25% discount. This is created using the Product Bundels app. You can [Grab the BETA version here](#).

Share this item: [+1](#) [Tweet](#) [Pin it](#) [Like](#) 0

Bundle your Jets gear and save 25%!



Winnipeg Jets Hat  
\$29.99 \$22.49



Winnipeg Jets Scarf  
\$19.99 \$14.99



Winnipeg Jets Jersey  
Small (Bundle price)  
\$157.49


Add Bundle to Cart  
25 %

You can add the entire bundle with one click!

When purchased as part of a bundle sale it's 25% off!

### DON'T RUN OUT OF FILTERS!

Add a pack of filters to your order for \$3



Coffee Filters

QTY: 1

\$3.00

Add To Cart!

No Thanks :( Continue to cart!

### FOR ONLY \$3 MORE, GET 2LB

For only \$3 more, upgrade your one pound bag to a two pound bag. More coffee, more value.



You added 1  
Coffee 1LB  
\$22.00



2LBS  
BOLD COFFEE

Coffee 2LB  
Only \$3.00 more

Replace Item



# BUILD DIGITAL PRODUCTS

—  
GOAL PAY FOR  
SHIPPING AND  
ADVERTISING COST

1

\$9 Downloadable Checklist

2

\$29 How-To Guide

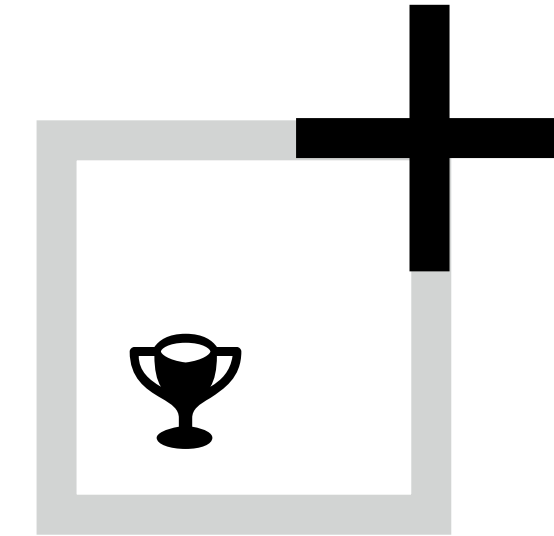
3

\$99 Online Course

4

\$49 eBooks





STEP 4:

## PLAN THE GROWTH STRATEGY

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## PLAN FOR TARGETED GROWTH

Map out the target content strategy for each products, services and channels

**Product 2**  
2400 searches

**Product 1**  
5000 searches

**Upsell 1**  
8000 searches

**How To Article**  
10000 searches  
50 backlinks

**Check list Article**  
15000 searches  
60 Backlinks

**Gift Guide**  
20000 searches  
100 backlinks



# BUILD A LEAD MAGNET TO COLLECT EMAILS

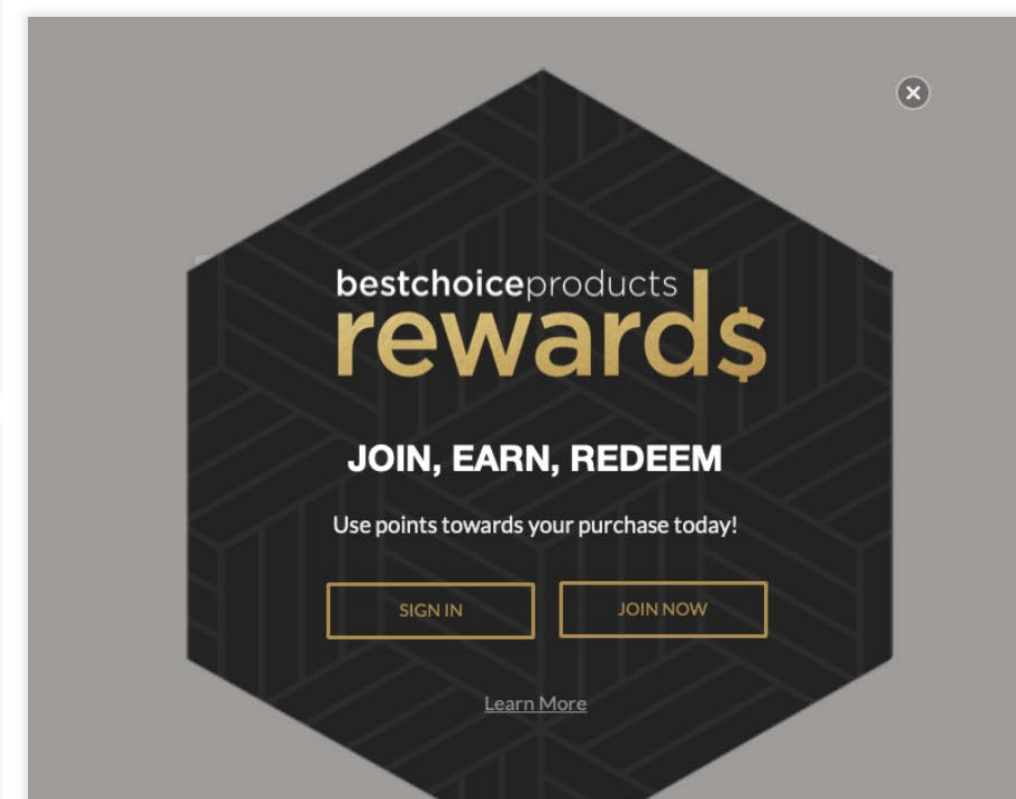
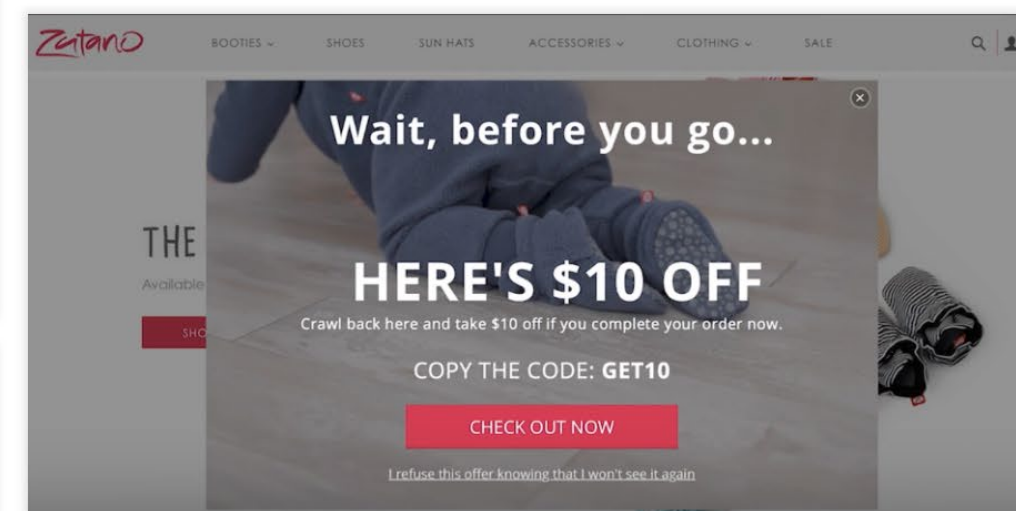
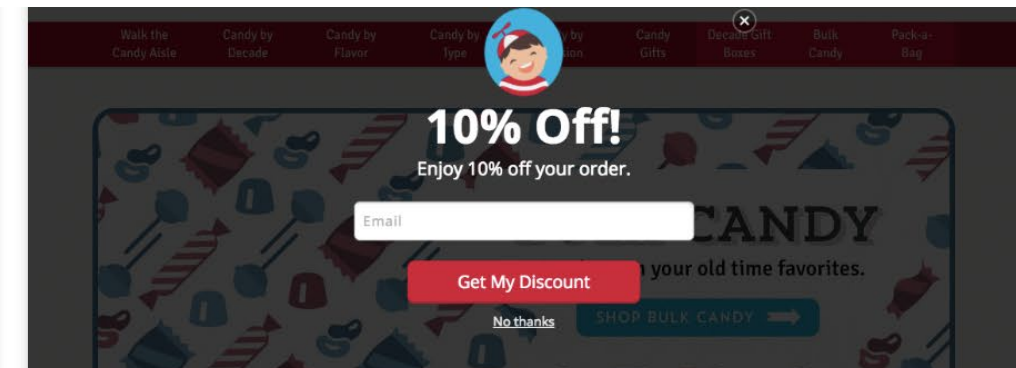
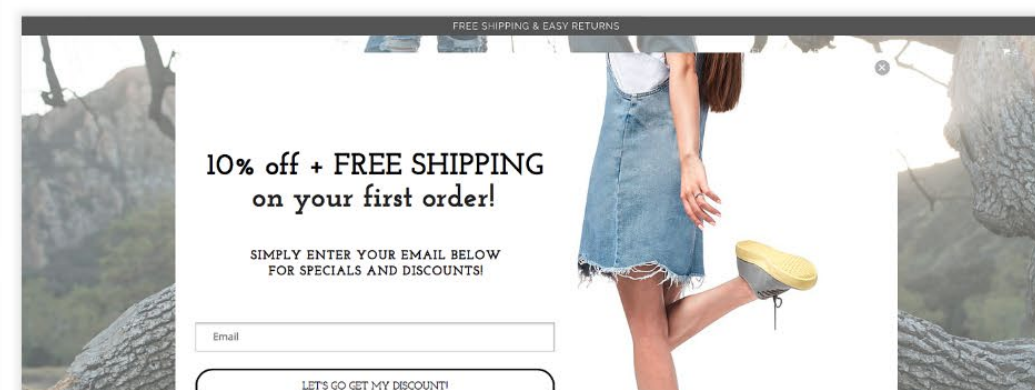
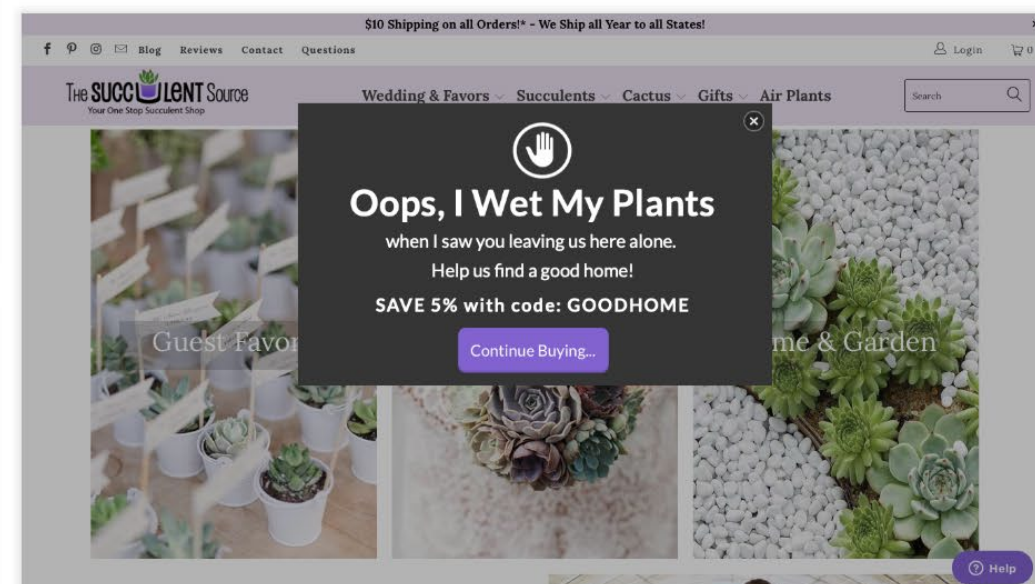
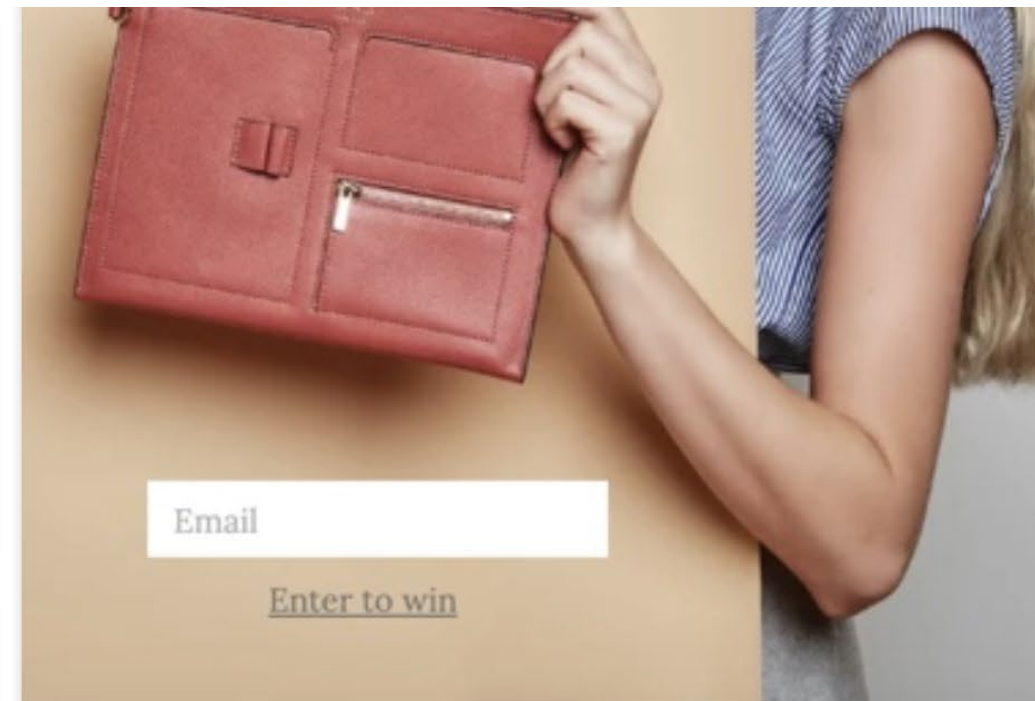
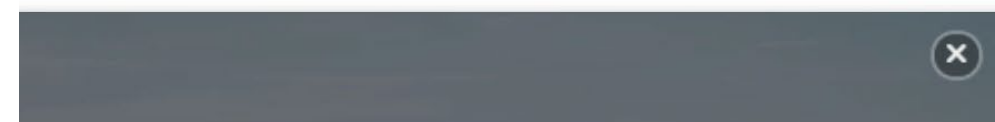
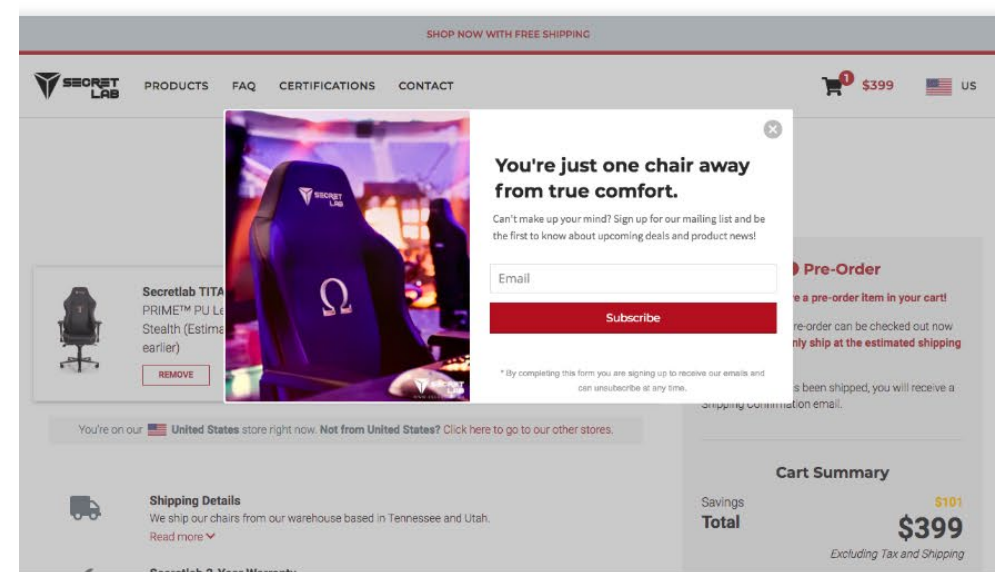
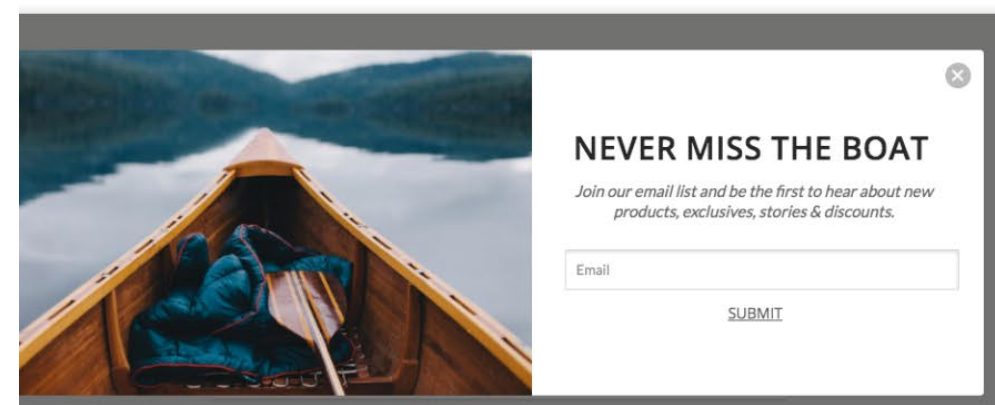
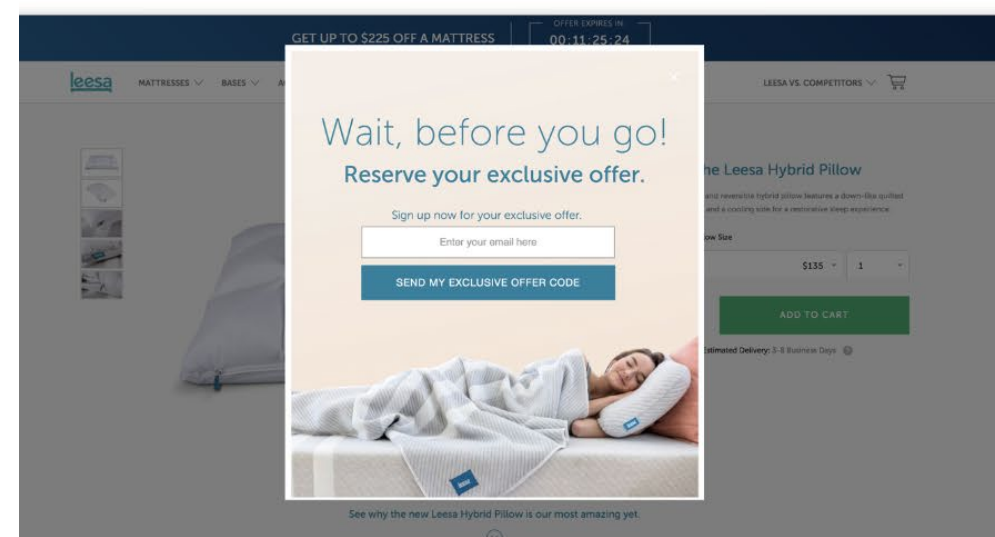
Goal: Offer something free to build your email list

## Lead Magnets Ideas

1. Downloadable Checklist
2. How To Guide
3. Bonus Tips From Article
4. Coupon code
5. Free Trail
6. Directory
7. Whitepaper
8. eBook
9. Webinar
10. Free Training

## Tools

Privy.com for Shopify  
Elementor Pro for WP





# BUILD A FACEBOOK MESSENGER LIST

Facebook Messenger: 88% open rate and 56% CTR

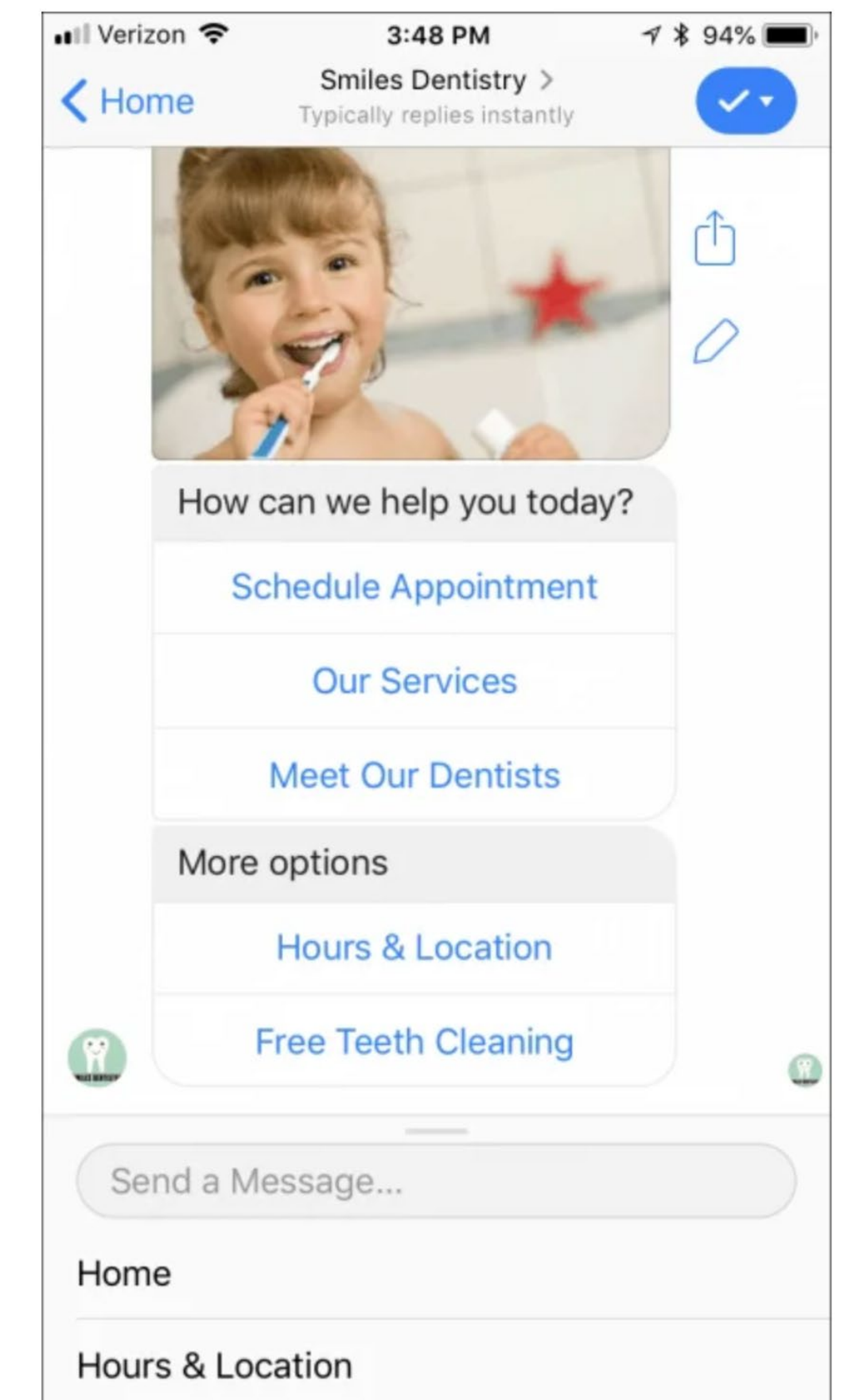
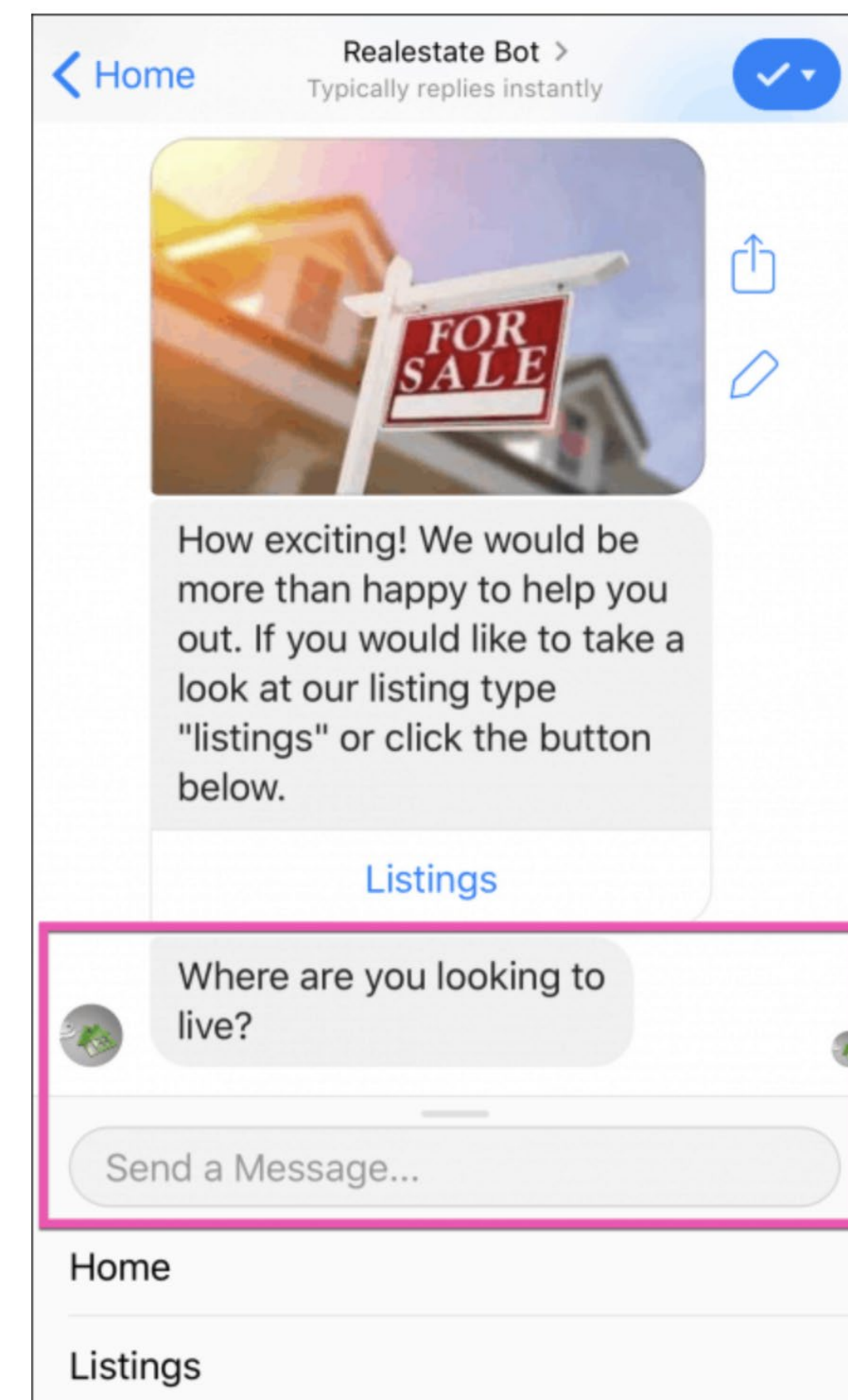
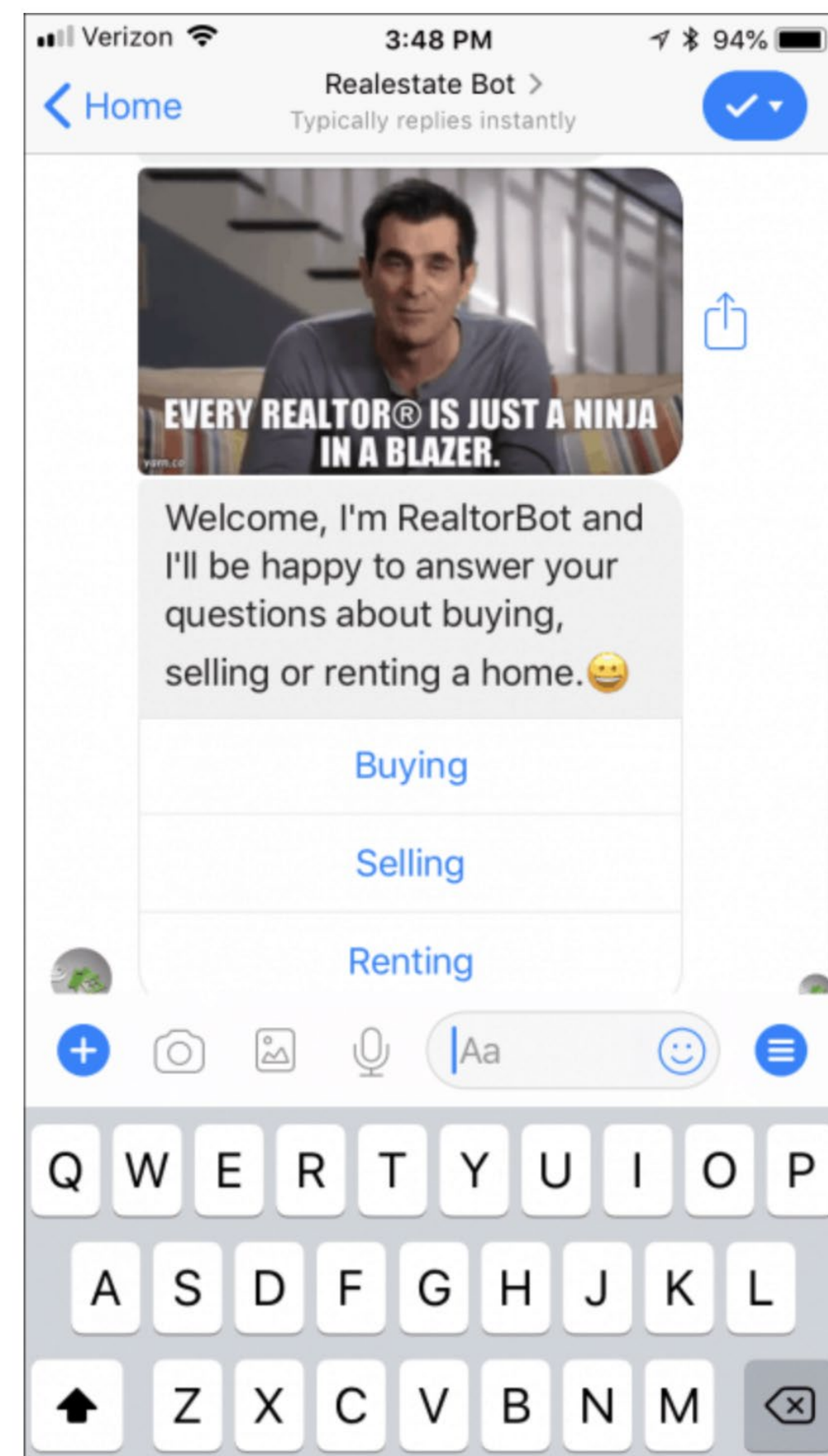
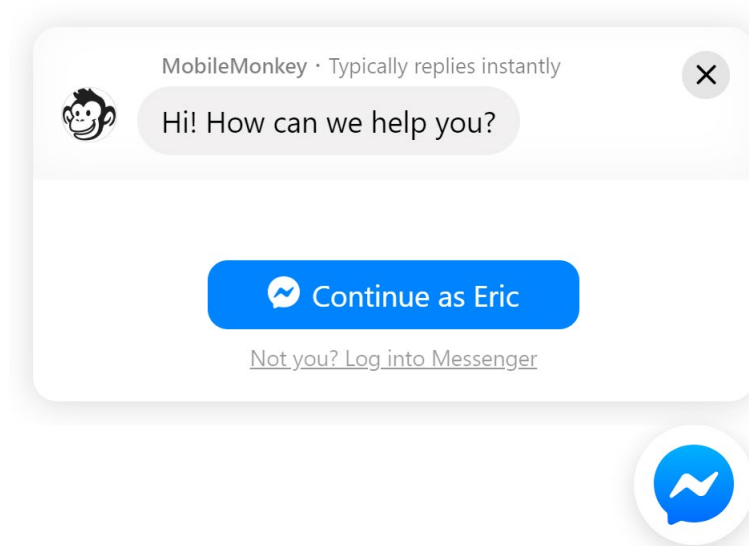
Tools:

MobileMonkey.com

ManyChats.com

Actionetics

OmniSend





# BACKLINK DEVELOPMENT

**Goal:** Increase the number of domains that are linking to your site





# HOW TO BUILD BACKLINKS & STRATEGY RELATIONSHIPS



Goal: Is to build links the number of links that are pointing to your home page and targeted articles.



BACKLINKS

1.9K TOTAL BACKLINKS

|                   |     |
|-------------------|-----|
| Referring Domains | 210 |
| Referring IPs     | 252 |

## Backlink Tools:

- SEMRush.com
- Ahrefs.com \*\*
- BuzzSumo.com
- MailShake.com
- BuzzStream.com
- Hunter.io – Find emails
- Citationlabs.com – Do for you

## Pull Competitor Backlinks

| Page score | Page trust score | Source title  | Source url   | Target url                              | Anchor                | External links |
|------------|------------------|---|--|---|-----------------------|----------------|
| 79         | 24               | International Checkout - Shopping from the USA Just got EASY          | http://www.internationalcheckout.com/cs.php#returns              | http://www.nolacajun.com/               | Nola Cajun            | 4708           |
| 73         | 70               | International Checkout - Shopping from the USA Just got EASY          | https://www.internationalcheckout.com/login.php                  | http://www.nolacajun.com/               | Nola Cajun            | 4707           |
| 63         | 60               | Eureka Springs Bed and Breakfast, Eureka Springs Weddings             | http://www.the-angel.com/  | https://www.nolacajun.com/Caf-Du-Mon    | Beignets              | 113            |
| 62         | 65               | International Checkout - Shopping from the USA Just got EASY          | https://www.internationalcheckout.com/cs.php                     | http://www.nolacajun.com/               | NolaCajun.com         | 4707           |
| 54         | 49               | Tony Mandina's   Home   | http://www.tonymandinas.com/                                     | http://www.nolacajun.com/tony-mandina   | Nola Cajun            | 2              |
| 51         | 56               | Recipe: New Orleans Style "Red Beans and Rice" - BlackandMarriedV     | https://blackandmarriedwithkids.com/recipe-new-orleans-style-re  | http://www.nolacajun.com/Camellia-Red   | Camellia Red Beans    | 22             |
| 43         | 42               | Which Louisiana-made jarred pasta sauce is the healthiest? - nola.com | https://www.nola.com/food/2018/03/louisiana_pasta_sauces_be      | http://www.nolacajun.com/pepperland-fa  | Pepperland Marina     | 16             |
| 43         | 47               | The Vinegar Every Kitchen Needs   Saveur                              | https://www.saveur.com/modern-pantry-essentials-vinegar/         | http://www.nolacajun.com/steens-cane-   | Steen's in Louisiana  | 26             |
| 42         | 37               | Which Louisiana-made jarred pasta sauce is the healthiest?   NOLA.c   | https://www.nola.com/food/index.ssf/2018/03/louisiana_pasta_sa   | http://www.nolacajun.com/pepperland-fa  | Pepperland Marina     | 35             |
| 40         | 12               | Crawfish Pie Related Keywords & Suggestions - Crawfish Pie Long Te    | http://www.keywordhouse.com/Y3Jhd2Zpc2ggcGll/                    | http://www.nolacajun.com/site/wp-conte  | Recipes / Nola Cajun  | 29             |
| 39         | 37               | Apple Pear Pecan Salad   NancyC                                       | https://nancy-c.com/2014/01/14/apple-pear-pecan-salad/           | http://www.nolacajun.com/bergerons-pe   | Bergeron Pecans       | 90             |
| 39         | 44               | Now fewer than ever, New Orleans po-boy bread bakers have a lot ridi  | https://www.nola.com/entertainment_life/eat-drink/article_5d3fb8 | http://www.nolacajun.com/               | NOLA Cajun            | 64             |
| 39         | 44               | Now fewer than ever, New Orleans po-boy bread bakers have a lot ridi  | https://www.nola.com/entertainment_life/eat-drink/article_5d3fb8 | http://www.nolacajun.com/reisings-frenc | Reising's-brand bread | 64             |
| 39         | 44               | Recap of INCUBATE, Sunday's event promoting local creative develop    | https://www.nola.com/nolavie/2011/05/recap_of_incubate_sunda     | http://www.nolacajun.com/Big-Shot-Sod   | Big Shot              | 26             |
| 39         | 44               | Recap of INCUBATE, Sunday's event promoting local creative develop    | https://www.nola.com/nolavie/2011/05/recap_of_incubate_sunda     | http://www.nolacajun.com/brands/big-sh  | Big Shot              | 26             |
| 37         | 39               | The Vinegar Every Kitchen Needs   Saveur                              | https://www.saveur.com/modern-pantry-essentials-vinegar/?dom     | http://www.nolacajun.com/steens-cane-   | Steen's in Louisiana  | 28             |
| 36         | 41               | Pecan Pralines - ZagLeft  | https://zagleft.com/pecan-pralines/                              | http://www.nolacajun.com/Central-Groce  | Central Grocery       | 25             |
| 36         | 41               | Easter Is A Sweet Time For One Louisiana Candy Maker                  | https://973thedawg.com/easter-is-a-sweet-time-for-one-louisiana  | http://www.nolacajun.com/elmer-s-gold-  | Gold Brick Egg        | 13             |
| 35         | 40               | Commander's Palace chef Tory McPhail debuts line of sauces - nola.c   | https://www.nola.com/food/2015/09/chef_tory_mcphail_debuts_      | http://www.nolacajun.com/chef-tory-mcp  | NOLACajun.com,        | 9              |
| 30         | 34               | The Holiday Gift Guide For New Orleans Food Lovers - Eater New Or     | https://nola.eater.com/2015/11/23/9760636/gift-ideas-nola-food-  | http://nolacajun.com/                   | Nola Cajun            | 36             |
| 30         | 6                | Eureka Springs Bed and Breakfast, Eureka Springs Weddings             | http://www.the-angel.com/index.htm                               | https://www.nolacajun.com/Caf-Du-Mon    | Beignets              | 113            |
| 30         | 37               | Now fewer than ever, New Orleans po-boy bread bakers have a lot ridi  | https://www.theadvocate.com/new_orleans/entertainment_life/fo    | http://www.nolacajun.com/reisings-frenc | Reising's-brand bread | 34             |
| 30         | 37               | Now fewer than ever, New Orleans po-boy bread bakers have a lot ridi  | https://www.theadvocate.com/new_orleans/entertainment_life/fo    | http://www.nolacajun.com/               | NOLA Cajun            | 34             |
| 30         | 37               | Commander's Palace chef Tory McPhail debuts line of sauces   NOLA     | https://www.nola.com/food/index.ssf/2015/09/chef_tory_mcphail    | http://www.nolacajun.com/chef-tory-mcp  | NOLACajun.com,        | 28             |
| 30         | 37               | Recap of INCUBATE, Sunday's event promoting local creative develop    | https://www.nola.com/nolavie/index.ssf/2011/05/recap_of_incub    | http://www.nolacajun.com/Big-Shot-Sod   | Big Shot              | 44             |



# HOW TO BUILD LINKS



See what articles have the most backlinks and write about them.

| Sort by  |  | Total Engagements ▾  |                |                  |                    |                 |                 |                     |
|--|--|----------------------|----------------|------------------|--------------------|-----------------|-----------------|---------------------|
|  |  | Facebook Engagements | Twitter Shares | Pinterest Shares | Reddit Engagements | Number of Links | Evergreen Score | Total Engagements ↓ |
| <h3>Cajun Butter Steak Bites</h3> <p>By Karina — Jan 2, 2019<br/>cafedelites.com</p>                                 | <div><div>Save</div><div>View Backlinks</div><div>View Sharers</div><div>Share</div></div> | 7.7K                 | 9              | 292.9K           | 0                  | 7               | 11              | 300.5K              |
| <h3>One Pot Creamy Cajun Chicken Pasta - Budget Bytes</h3> <p>By Budget Bytes — Oct 21, 2018<br/>budgetbytes.com</p> | <div><div>Save</div><div>View Backlinks</div><div>View Sharers</div><div>Share</div></div> | 1.9K                 | 13             | 104.7K           | 6                  | 10              | 11              | 106.6K              |
| <h3>Creamy Cajun Shrimp Pasta with Sausage</h3> <p>By Olga — Dec 12, 2018<br/>whatsintheplan.com</p>                 | <div><div>Save</div><div>View Backlinks</div><div>View Sharers</div><div>Share</div></div> | 456                  | 1              | 98.1K            | 0                  | 2               | 4               | 98.6K               |
| <h3>Cajun Salmon Recipe &amp; Video</h3> <p>By Tania Sheff — Feb 19, 2019<br/>cooktoria.com</p>                      | <div><div>Save</div><div>View Backlinks</div><div>View Sharers</div><div>Share</div></div> | 16                   | 0              | 73.5K            | 0                  | 0               | 3               | 73.5K               |
| <h3>Best Cajun Shrimp Corn Chowder Recipe</h3> <p>By Lauren Miyashiro — Sep 11, 2018<br/>delish.com</p>              | <div><div>Save</div><div>View Backlinks</div><div>View Sharers</div><div>Share</div></div> | 34.7K                | 16             | 17.3K            | 0                  | 1               | 12              | 52K                 |
|  | <div><div>Save</div></div>   |                      |                |                  |                    |                 |                 |                     |



# EMAIL OUTREACH EXAMPLES

Here are some example outreach emails:

## Backlink Tools:

Hunter.io – Find emails

MailShake.com

BuzzStream.com

Citationlabs.com – Do for you

### Product/Service Review Email

*“Hey, **[Name]**!*

*I noticed your name on a **[Round-up/Google/recommendation]**.*

*I’m reaching out because my company, **[Brand name]**, offer **[Product/service description]**.*

*We think our **[Product/service]** would be a great fit for **[Blog name]** readers, and we’d love to collaborate with you!*

*I can offer **[\$X/discount codes/free products]** for this collaboration, and it’d be great if we could get the ball rolling with ideas.*

*Best,*

***[Your name]**“*

### Guest Post Email

*“Hey, **[Name]**!*

*I found your blog through **[Google/social media/other]** and noticed you publish a lot of content on **[Industry or niche]**.*

*I especially liked your article on **[Topic]**—and loved that you included **[Specific point they mentioned]**.*

*I’m reaching out because I’d love to contribute a guest post to your site. As an **[Industry or niche]** expert, I could write about:*

- **[Article idea #1]**
- **[Article idea #2]**
- **[Article idea #3]**

*Please let me know if you’d be interested in publishing one of these articles. I’ll write them for your site, make them unique and be sure to promote it (when live) on my social media profiles.*

*Thanks,*

***[Your name]**“*

### Broken Link Email

*“Hey, **[Name]**!*

*I was browsing your blog after finding it on **[Google/social media/other]**. I love what you’re posting—especially your article on **[Article with a broken link]**.*

*However, I spotted a broken link that leads to an error page over the anchor text **“[Anchor text]”**.*

*I actually created a resource on this topic, which might be interesting for your readers if they’re looking for further information on this topic.*

*Would you like me to send it over?*

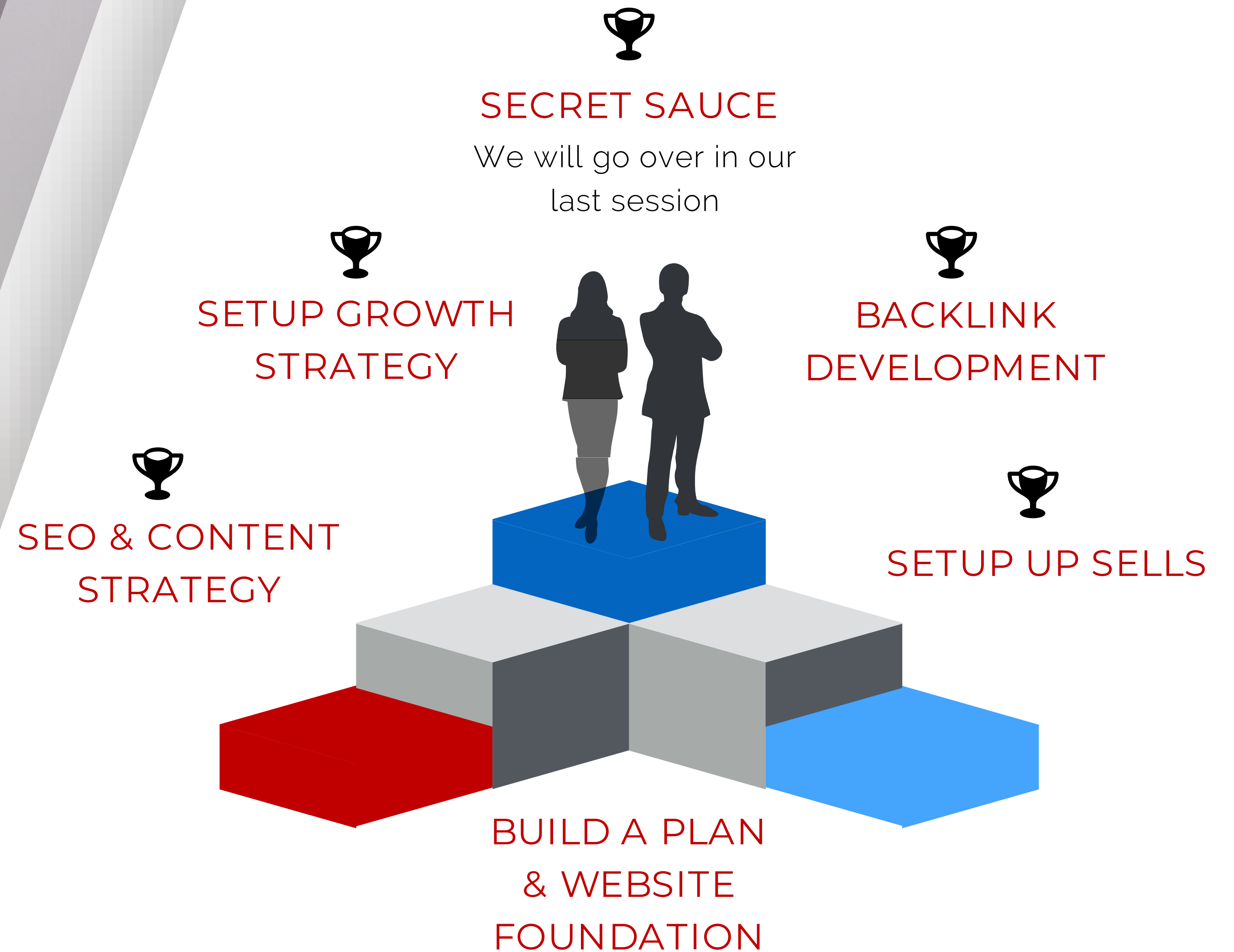
*Have a great evening,*

***[Your name]**“*



# SUMMARY OF SUCCESS

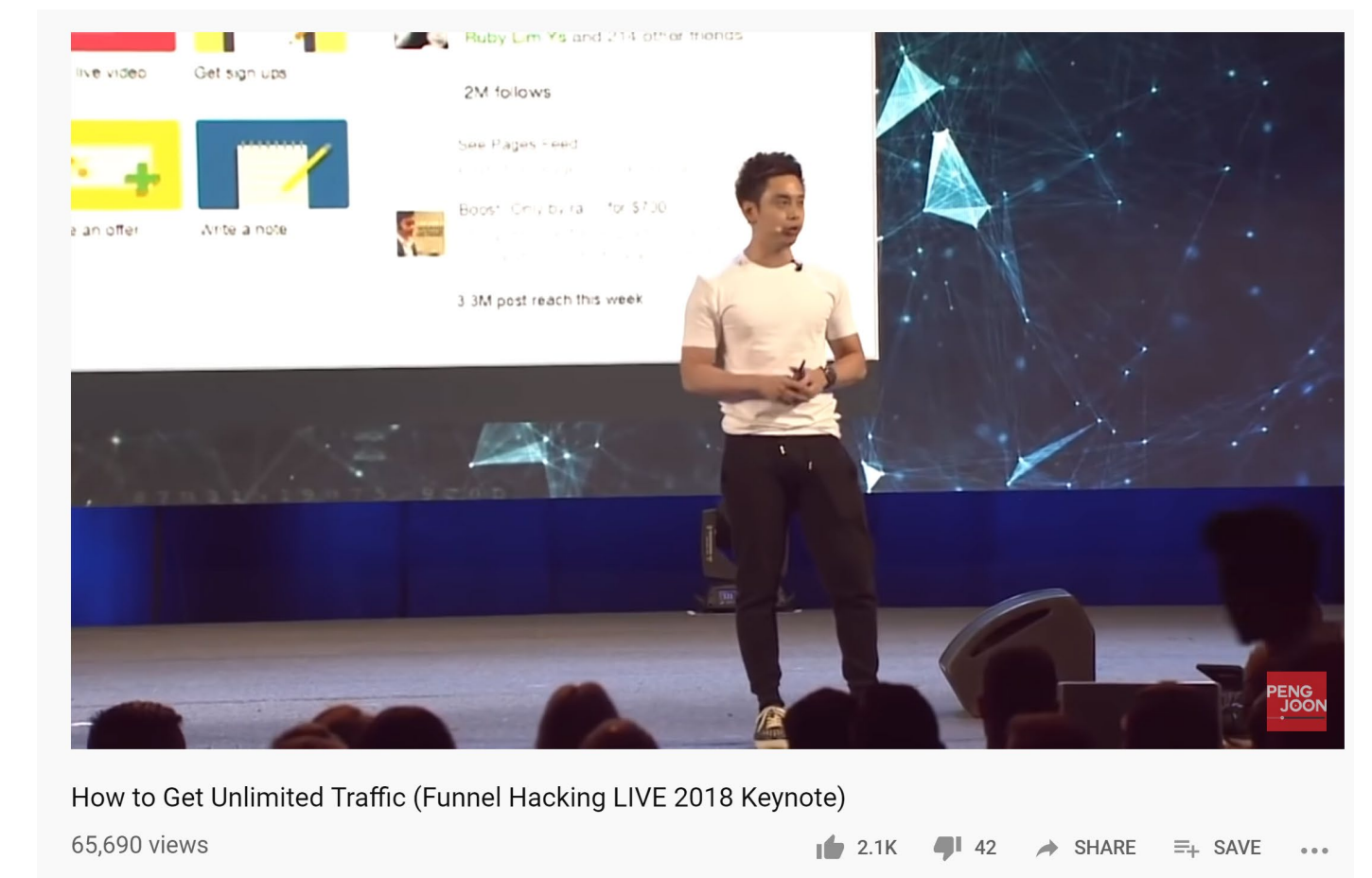
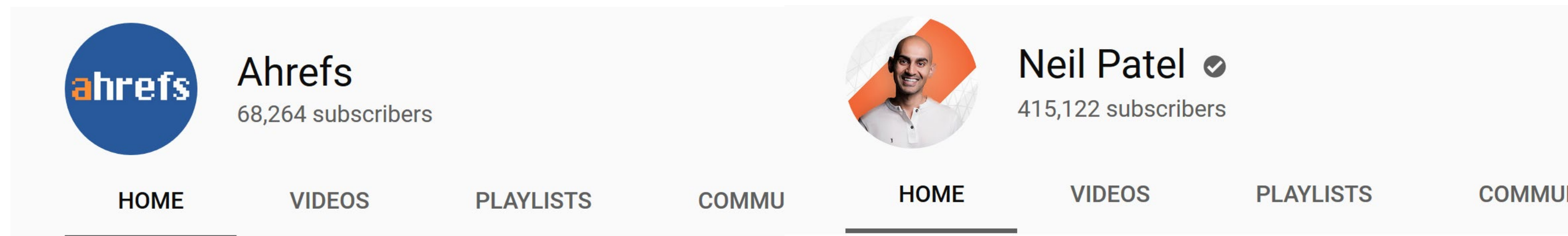
1. **Market Analysis** -To Understand The Demand with Keyword Research, Competitor Analysis, and content analysis.
2. **SEO & Content Strategy** – Target keywords people are actually searching for.
3. **Upsell Strategy** – Build targeted upsells for each product to try and pay for shipping and CTA.
4. **Growth Strategy** – Map out the targeted growth strategy
5. **Backlink Development** – Your





# HOMEWORK FOR MONTH

Watch or List to 3 to 10 videos a week



Watch Video Channel on youtube or Facebook or LinkedIn:

[https://www.youtube.com/channel/UCWquNQV8Yo\\_defMKnGKrFOQ](https://www.youtube.com/channel/UCWquNQV8Yo_defMKnGKrFOQ)

<https://www.youtube.com/user/neilvkpatel>

[https://www.youtube.com/watch?v=nR3MWK\\_zbL4](https://www.youtube.com/watch?v=nR3MWK_zbL4)



## SCHEDULE A FREE AUDIT AND CONSULTATION

Our goal is for you to take this information and start or make your e-commerce business successful. However, if you have questions, are unsure of how to get past your challenges, or are having some specific problems, let's book a time to discuss it today. We look forward to helping make your ecommerce business successful



[www.harnessingstrengths.com/ book](http://www.harnessingstrengths.com/book)



Cell - 972-837-5365



[ek@harnessingstrengths.com](mailto:ek@harnessingstrengths.com)



[WWW.LINKEDIN.COM/IN/EKOOYMANS/](http://WWW.LINKEDIN.COM/IN/EKOOYMANS/)

[WWW.FACEBOOK.COM/EKOOYMANS](http://WWW.FACEBOOK.COM/EKOOYMANS)





ANY QUESTIONS?

