

# Social Media & SEO for the Garden Industry

Improving Your Website Traffic and Following

# Domain

- Set up your own domain - not example.wordpress.com
- Having keywords in the domain does not matter (age does)
- Get set up with Google Search Console (Webmaster Tools)

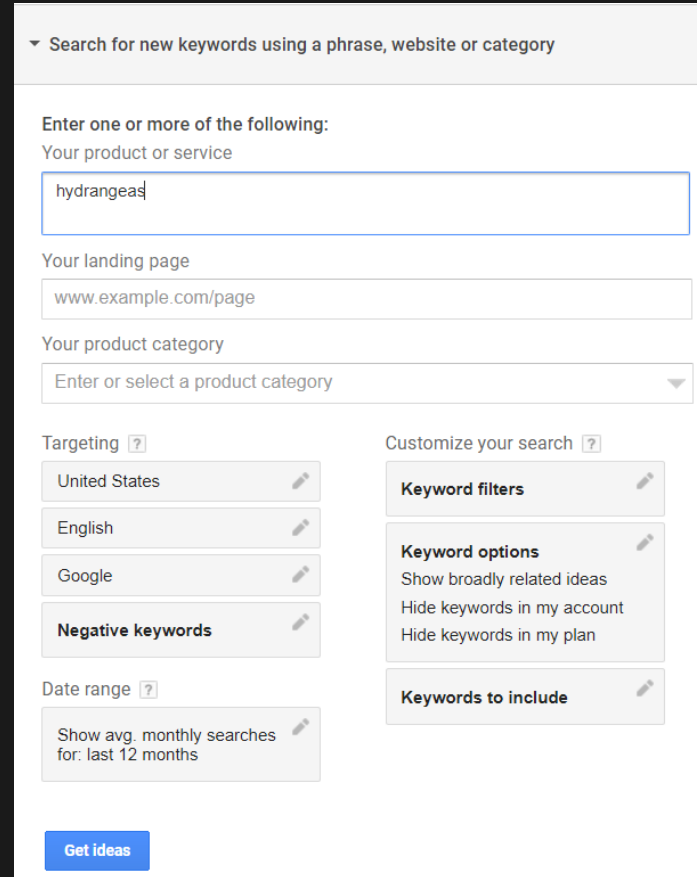
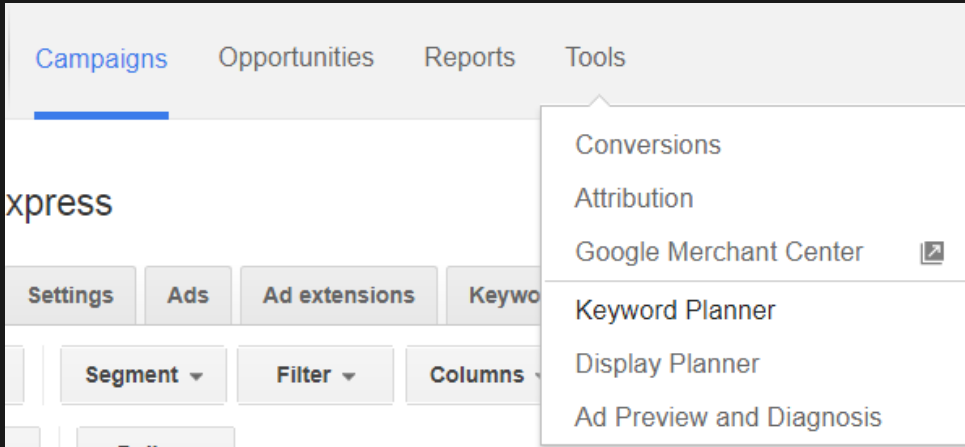
# Getting Started

- The most important thing you can do for your SEO is create useful content that solves people's problems (what they search for)
  - Less is more
- You MUST have original content
  - Text, images, videos, charts, infographics & more.
- You do NOT need to know how to code to do SEO

# Keyword Research

- The best way to start, is by doing research on what people are searching for.
- Several tools. I like Google Keyword Planner and SEMRush
- Your article should be the best answer on the internet

# Google Adwords



# Google Adwords

Your product or service

hydrangeas

Search volume trends ▾

Average monthly searches

5M

| Month    | Average monthly searches |
|----------|--------------------------|
| Jul 2016 | ~3.2M                    |
| Aug 2016 | ~2.8M                    |
| Sep 2016 | ~2.8M                    |
| Oct 2016 | ~2.5M                    |
| Nov 2016 | ~2.2M                    |

Ad group ideas   **Keyword ideas**

| Search terms | Avg. monthly searches ? | Competition ? |
|--------------|-------------------------|---------------|
| hydrangea    | 201,000                 | High          |

| Keyword (by relevance) | Avg. monthly searches ? | Competition ? |
|------------------------|-------------------------|---------------|
| white hydrangea        | 6,600                   | High          |
| hydrangea bush         | 5,400                   | High          |
| gardenia               | 60,500                  | Medium        |

### Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

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Keyword options

ON Only show ideas closely related to my search terms

OFF Show keywords in my account

OFF Show keywords in my plan

OFF Show adult ideas

| Search terms | Avg. monthly searches ? | Competition ? |
|--------------|-------------------------|---------------|
| hydrangea ▾  | 201,000                 | High          |

| Keyword (by relevance)         | Avg. monthly searches ? | Competition ? |
|--------------------------------|-------------------------|---------------|
| planting hydrangeas            | 2,400                   | Low           |
| care of hydrangeas             | 720                     | Low           |
| growing hydrangeas             | 1,300                   | Low           |
| buy hydrangeas                 | 320                     | High          |
| caring for hydrangeas          | 1,600                   | Low           |
| best fertilizer for hydrangeas | 320                     | High          |
| where to plant hydrangeas      | 1,600                   | Low           |
| pruning hydrangeas             | 4,400                   | Low           |
| new hydrangeas                 | 70                      | High          |
| soil for hydrangeas            | 140                     | Medium        |

SEMRUSH

Features Prices Help News Webinars Blog Company

Dashboard

Domain Analytics

Keyword Analytics

Overview

Keyword Overview container gardening Search Projects

US UK DE FR Other Countries 131 more...

Keyword Analytics

Overview

Phrase Match

Related Keywords

Ads History

| Keyword   | Volume |
|---|--------|
| <a href="#">garden containers</a>                 | 9,900  |
| <a href="#">container gardening</a>               | 9,900  |
| <a href="#">container vegetable garden</a>        | 4,400  |
| <a href="#">container garden</a>                  | 1,600  |
| <a href="#">container gardens</a>                 | 1,300  |
| <a href="#">container garden ideas</a>            | 1,300  |
| <a href="#">container vegetable gardening</a>     | 1,300  |
| <a href="#">container gardening vegetables</a>    | 720    |
| <a href="#">container gardening ideas</a>         | 720    |
| <a href="#">container gardening for beginners</a> | 720    |
| <a href="#">diy container garden</a>              | 590    |
| <a href="#">unique container gardening ideas</a>  | 590    |
| <a href="#">vegetable container gardening</a>     | 590    |
| <a href="#">fairy garden containers</a>           | 480    |

# Optimization

- After you have picked out the keyword phrase, created the content and the post is ready to be published, it is time to optimize!
- Title Tag: 40 - 50 Characters - start with the keyword phrase
  - Include brand if you would like
- Meta Description: 120 - 140 characters - include keywords for relevance. Single goal is to entice clicks.

Planting Hydrangeas, Pruning Hydrangeas, Hydrangea Care

[www.endlesssummerblooms.com/design-and-grow/planting-and-care](http://www.endlesssummerblooms.com/design-and-grow/planting-and-care) ▼

Learn how to plant **hydrangeas** the right way for beautiful results. Planting and care tips including trimming, watering, and **hydrangea** fertilizer tips here.



# Optimization

H1 & H2 (header 1, header 2)

- Try to include the keyword phrase(s)

Semantic Keywords

- Google expects to find certain keywords in an article if it is high quality. Example would be “hydrangea care”. You would expect to see the words planting, watering, pruning, fertilizing throughout the article.

URL

- Make sure to include the keyword phrase in the URL

# Refreshing Content

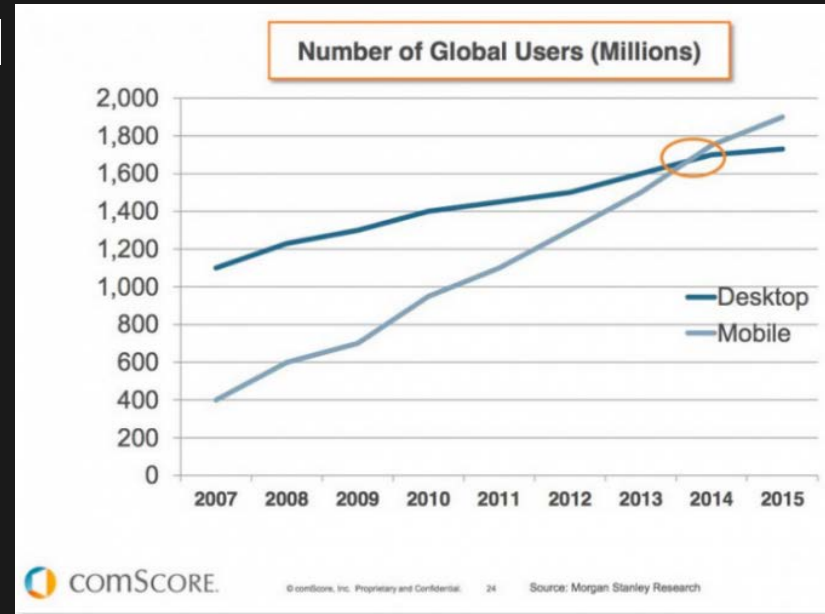
Don't forget to go back and refresh old content!

- Add new and up to date information
- Add new images or maybe a video or chart
- Make sure to update the date of the article

# Mobile

Having a mobile friendly website is extremely important

- Consider image sizes
- Break up text for easy reading
- Site speed is extremely important
- Referral traffic coming from Social



# Links

Internal Links - links used within a website for users to navigate

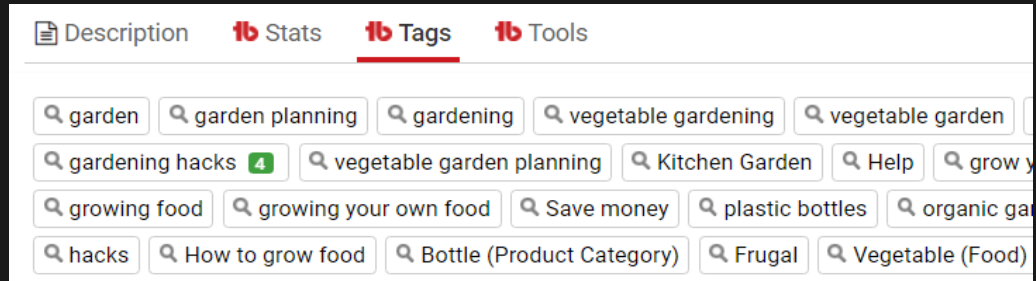
- Use the keyword phrase as anchor text
  - Example: Hydrangea Care
- The most important pages should have the most internal links

Backlinks - a link from another website that points to your website

- Quality of the website matters
- Paid Links vs Organic Links
- Social Media Links

# Bonus: YouTube Optimization

- Name each video with targeted keyword phrases included
- Make sure to put the video transcript in the description of the video. That will help the video rank for more keywords on YouTube and for Google.
- Most videos do best from 30 seconds to 2 minutes.  
-Wistia reported that for a video of 4-5 minutes, fewer than 60% of your viewers will still be with you—against 75% for a 1-2 minute video.
- Another opportunity to optimize your youtube video is by using tags. You are limited on how many you can have so make them count. To get ideas on what tags to use you can look at other related videos that have large view counts. An easy to to extract the video tags is by adding the free chrome extension "[TubeBuddy](#)."



# Last Words

You need to be the best!!!!

Email me with questions anytime

[chris.link@plantaddicts.com](mailto:chris.link@plantaddicts.com)

Please go sign up for Plant Addicts Anonymous!

**PLANT  ADDICTS**

**A GARDEN IS NEVER COMPLETE**

# Plant seeds, cultivate + grow organically

Jan Bills

**T**wo**W**omen *and a* **H**oe™

Author, Entrepreneur, Landscape Designer + Master Garden

# Five growing tips

1. Reduce weeds + reads
2. Design garden + brand
3. Allow gardens + brand to bloom organically
4. Right plant, right place + right post, right time
5. Create balance, ease, beauty for the gardens + brand





Can't never could



# 1. Reduce weeds + reduce reads

- ❁ 8 second attention span or less
- ❁ Instant gratification
- ❁ Good graphics, not too wordy
- ❁ Newsfeeds are fast + furious



## 2. Design gardens + design brand

- ❁ Plan before implementing
- ❁ Carry brand over
- ❁ Mirror website
- ❁ Don't recreate the wheel



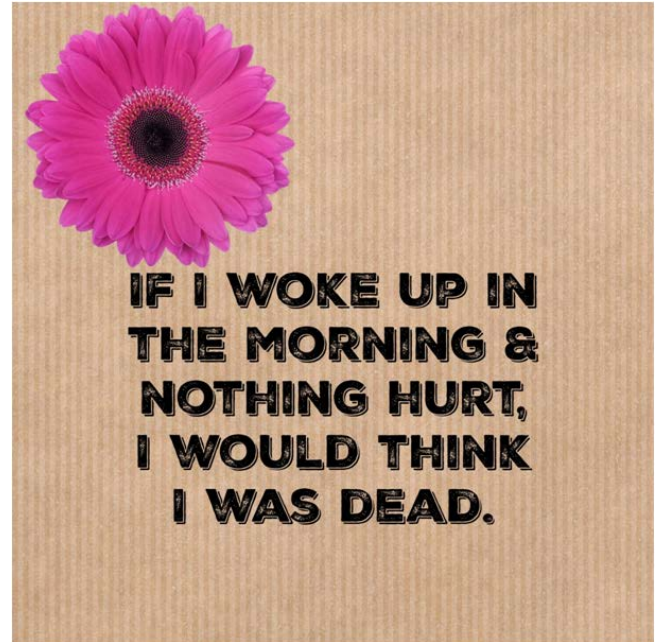
# 5. Create balance, ease + beauty

- ❁ Balance = variety of content
- ❁ Ease = authenticity
- ❁ Beauty = visual



# 3. Allow gardens + brand to bloom organically

- ✿ Plant to last
- ✿ Sustainable growth
- ✿ Content is KING



# 4. Right plant, right place + right post, right time

- ❁ Listen
- ❁ Deliver
- ❁ Relevant



# Ask yourself...

- ❁ Would you share it with friends or recommend to others?
- ❁ Would you call this a low or high quality post?
- ❁ Would you complain about seeing content in newsfeed?



# Last dig...

- ❁ Numbers don't lie
- ❁ Be social
- ❁ Your voice is a blog
- ❁ Quality not quantity
- ❁ Watermark photos
- ❁ Market – don't sell



**I'D SOCIALIZE, BUT IT GETS  
IN THE WAY OF GARDENING.**

[WWW.TWOWOMENANDAHOE.COM](http://WWW.TWOWOMENANDAHOE.COM)



# Follow me on...



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[Instagram.com/twowomenandahoe](https://Instagram.com/twowomenandahoe)



[pinterest.com/twowomenandahoe](https://pinterest.com/twowomenandahoe)



[twitter.com/twowomenandahoe](https://twitter.com/twowomenandahoe)



*May all your gardens grow,  
Jan*

If you like what I shared today,  
please leave a review on:

GreatGardenSpeakers.com

*The rest of the story...*



I like  
plants



I love  
plants



I'm getting  
more plants



I was told  
"no more  
plants"

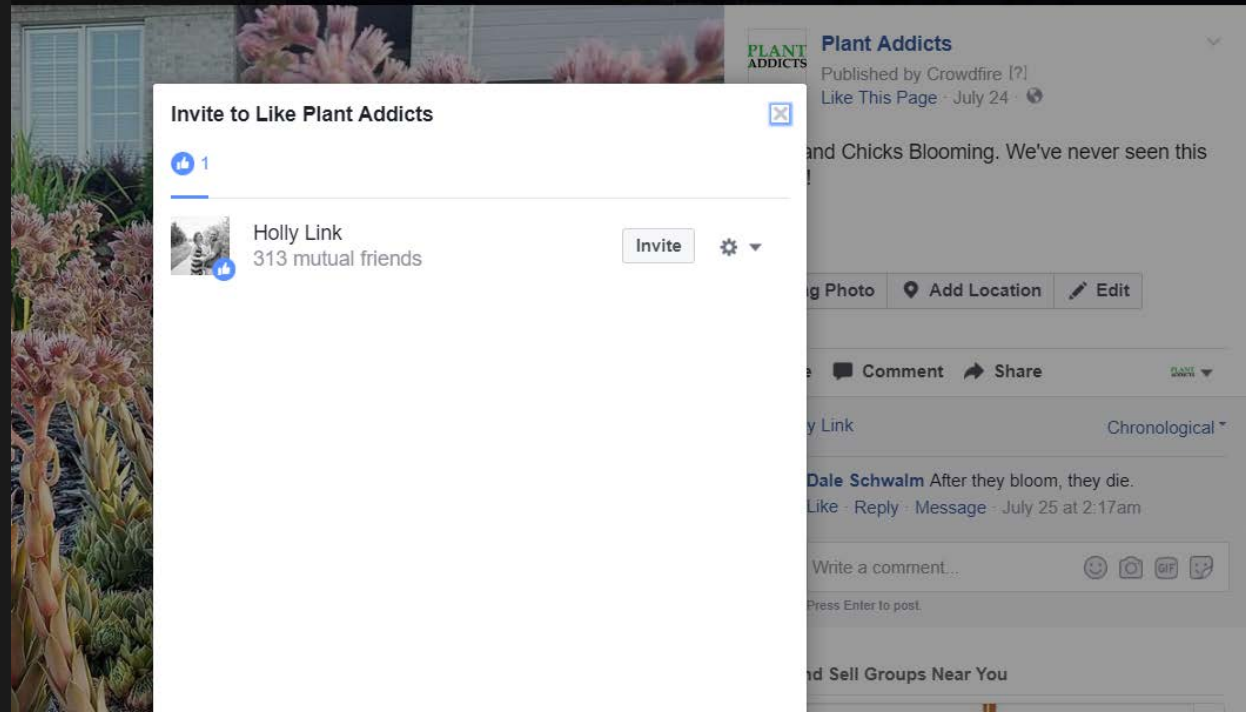


I miss my  
plants



They got  
more plants,  
I didn't

# Facebook Bonus!



# Facebook Update



Plant Addicts

Published by Crowdfire [?] · July 24 at 9:10pm · 🌐

Hens and Chicks Blooming. We've never seen this before!



158,126 people reached

Boost Post



Like



Comment



Share



Plant Addicts, Kitty McBride, Gail Coffin and 44 others

Chronological ▾

885 shares