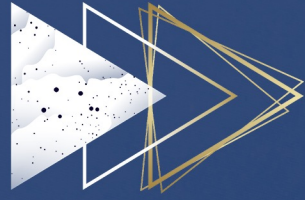


website
ALCHEMY



 Wellness Renegades

SEO FOR WELLNESS PEOPLE

SESSION 1 – KEYWORD RESEARCH

Serena Star-Leonard

A BIT ABOUT US!



JASON STEIN

- Licensed acupuncturist since 1989
- Taught business to wellness people for 15 years
- Founder of Wellness Renegades
- Co-host of Wellness Renegades Podcast



SERENA STAR-LEONARD

- Best selling author
- Taught small business website building & web marketing for 12 years
- Co-owner of Website Alchemy
- Old school digital nomad - 9 years online business - 35 countries.

WHO ARE YOU?

A space shuttle is shown launching vertically, surrounded by a massive plume of white smoke and fire. The scene is set against a dark blue sky. The shuttle is positioned in the upper center of the frame, with its nose pointing upwards. The smoke and fire create a large, billowing cloud that fills most of the lower and middle portions of the image. The overall tone is dramatic and powerful.

What is your name?

What you do?

MAKE THE MOST OF THE COURSE!

Ask
questions

Do the
coursework!

Use your
coaching
sessions

Reach out!

SEO IS...

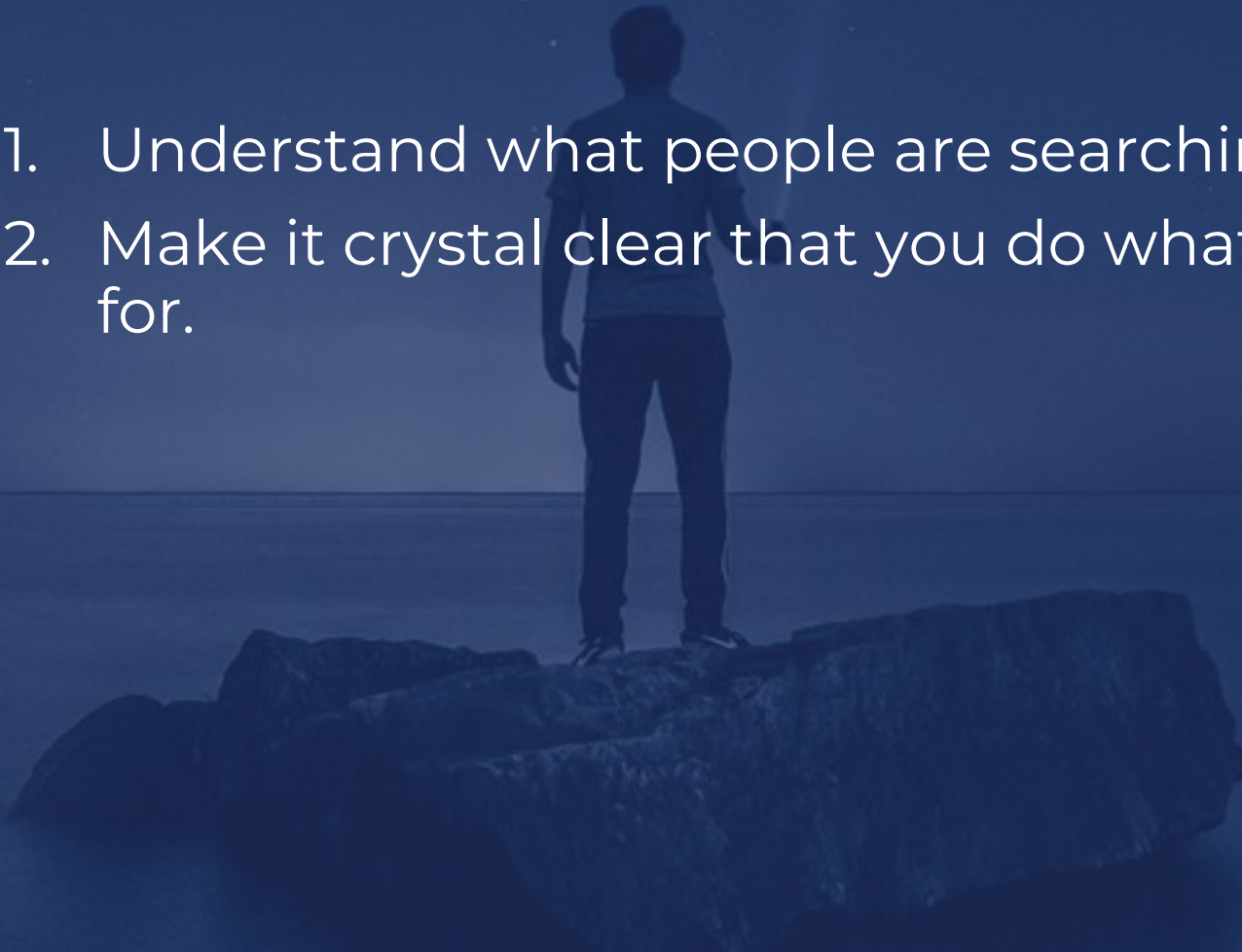


... the art of increasing the quality and quantity of organic search traffic to your website.

... about being found by your ideal customers.

SEO FUNDAMENTALS 0-80%

1. Understand what people are searching for.
2. Make it crystal clear that you do what they are searching for.



WHY SEO SEEMS HARD

Website Speed?

Keywords/
Key-
phrases?

Google My Business?

Freshness/
Recency?

Sales Copy?

Featured Snippets?

On Page SEO?

Backlinks?

Time on Page?

It's just a checklist!

Website Speed

Keywords/Key Phrases

A Secure Website (https://)

Compelling Website Text

Understanding What People are Searching for

On Page SEO

Backlinks

Google My Business

Freshness/Relevancy

FAQ/Featured Snippets

Time on Page

KEYWORD RESEARCH – BACK PAIN

Keyword	Volume	Score	Keyword	Volume	Score	Keyword	Volume	Score	Keyword	Volume	Score
acupressure for sciatica	260	24	back strain treatment	1900	40	herniated disc treatment	9900	52	pinched nerve in lower back treatment	880	52
acupuncture for back pain	2900	47	back therapy	880	55	home remedies for back pain	3600	47	pinched sciatic nerve treatment	480	49
acupuncture for herniated disc	480	28	back treatments	320	58	inflammatory back pain treatment	170	42	pulled back muscle treatment	2400	43
acupuncture for lower back pain	1000	50	backache relief	1300	59	inversion therapy	4400	54	pulled lower back muscle treatment	590	41
back decompression	1900	51	backache treatment	140	59	low back pain physical therapy	590	42	radiofrequency ablation for back pain	480	44
back doctor	12100	26	backbone pain treatment	20	56	lower back and knee pain treatment	210	38	relief for lower back pain	880	58
back injury treatment	720	56	best remedy for back pain	320	60	lower back massage	3600	47	sacroiliac joint pain relief	4400	47
back muscle strain treatment	1000	42	best treatment for back pain	320	59	lower back muscle strain treatment	480	47	sciatic nerve massage	1900	28
back pain doctor	6600	41	best treatment for lower back pain	390	58	lower back pain muscle	4400	54	sciatic nerve pain remedy	1000	54
back pain doctor near me	1900	29	bulging disc treatment	6600	45	lower back pain remedy	3600	53	sciatic nerve treatment	5400	55
back pain help	2900	56	chiropractor for sciatica	2900	23	lower back pain treatment	12100	56	sciatica cure	1900	56
back pain management	590	47	chronic back pain treatment	590	52	lower back strain treatment	1600	46	sciatica therapy	480	54
back pain remedy	4400	58	cure for back pain	590	59	massage for back pain	2900	39	severe back pain relief	590	56
back pain specialist	1900	47	cure for lower back pain	720	59	massage for lower back pain	1900	42	slip disc treatment	1900	56
back pain specialist near me	1300	43	dry needling for back pain	390	35	middle back pain treatment	880	41	sore back remedies	320	59
back pain therapy	590	59	heating pad for back pain	3600	45	natural remedies for back pain	880	55	spine pain treatment	140	57
back pain treatment options	480	54	heating pad for lower back pain	1600	45	natural remedies for back pain and inflammation	1900	55	thoracic back pain treatment	320	37
back pain treatments	4400	55	herniated disc lower back treatment	880	55	non surgical spinal decompression	480	29	upper back pain treatment	1900	47
back spasm remedy	590	48	herniated disc pain relief	880	38	physical therapy for lower back pain	1900	45			
back spasms treatment	2900	51	herniated disc physical therapy	1300	37	physical therapy for sciatica	2400	37			
back sprain treatment	720	48	herniated disc relief	720	46	physiotherapy for back pain	1900	39			

KEYSEARCH TUTORIAL

KeySearch: Home Keyword Research Explorer Competitive Analysis Youtube Research Rank Tracking Content Assistant

back pain treatment United States Related Keywords Search

Filter Bulk Check Save Keywords Compare Export

Back pain treatment Competition is fairly difficult **Score: 57**
 Volume: 5400 | CPC: \$5.41 | PPC: N/A | US
 Deep Analysis Q Export PDF Export CSV

Search Trends Past 12 months

SERP Analysis Rankings/Traffic Social

URL	PA	DA	mRank	mDom	Auth	Links	Title	DESC	URL
https://www.mayoclinic.org/diseases-c...	59	91	5.9	8.91	1998	2336	No	No	No
https://www.webmd.com/back-pain/featu...	61	94	6.1	8.32	282	565	No	No	No
https://www.webmd.com/pain-management...	60	94	6	8.32	1144	1316	No	No	No
https://www.hopkinsmedicine.org/health...	52	84	5.2	8.32	252	326	No	No	No
https://www.medicalnewstoday.com/arti...	56	91	5.6	8.8	2979	3813	No	No	No
https://www.spine-health.com/conditio...	47	70	4.7	7	143	222	No	No	No
https://www.spine-health.com/conditio...	48	69	4.8	6.9	487	724	No	No	No
https://www.onhealth.com/content/1/lo...	44	68	4.4	5.27	1700	1819	No	No	No
https://www.healthline.com/health/low...	53	87	5.3	8.62	40	87	Yes	No	Yes

Keywords 700	Volume	CPC	PPC	Score
back pain treatment	5400	5.41	0	57
lower back pain treatment	12100	5.58	0	56
herniated disc treatment	9900	4.3	0.33	52
sciatic nerve treatment	5400	1.83	0.51	55
back pain remedy	4400	3.6	0.65	58
bulging disc treatment	6600	2.93	0.4	45
home remedies for back pain	3600	1.16	0.5	47
upper back pain treatment	1900	4.91	0	47
L4 L5 disc bulge treatment	70	5.23	0.37	37
natural remedies for back pain and inflammation	1900	3.32	0	55
tens unit for back pain	2900	1.44	0	51
sacroiliac joint pain relief	4400	2.11	1	47
pinched nerve in back treatment at home	2900	3.08	0	36
slip disc treatment	1900	4.63	0.25	56
acupuncture for back pain	2900	5.23	0.26	47
lower back pain remedy	3600	2.95	0.65	53
sciatica cure	1900	2.2	0.48	56
lower back pain treatment at home	1900	3.29	0	50
pulled back muscle treatment	2400	0.99	0	43

ACTIONS

1. Make a list of keyphrases
2. Make a list of blog ideas
3. Download your lists (as a .csv) and save as an excel file
4. Share a few of your interesting keywords in the group

