



MARKETING STRATEGY COLLECTIVE WORKBOOK

How to use SEO to Talk to Google
and Resonate with Customers

OCTOBER 2025

Why SEO Matters in Your Marketing

If you've ever Googled something and clicked one of the first results, you've seen SEO in action. Search Engine Optimization { SEO } is what helps your business show up in those results when someone is actively looking for answers to their challenges.

SEO works when what you offer shows up in their search results.

SEO isn't just about trying to 'trick' Google's algorithm. It's about meeting your customers where they are in the exact moment they're searching for answers, solutions or inspiration.

Why it matters:

- **SEO creates visibility that lasts.** Social posts fade fast, but SEO keeps working for your marketing long after you hit publish.
- **SEO results build trust.** If you're showing up on the first page of Google, you automatically earn credibility.
- **Your SEO plan warms leads.** SEO brings in people who are already searching for what you do! When they find your business, they're halfway down the buying path before they even read your About page.
- **SEO gives your marketing direction and focus.** A clear strategy makes sure your content works together toward visibility and sales to reach your business goals.

When you think of SEO as a long-term marketing investment, it stops being a 'techy thing I need to figure out' and starts being a way to grow your business with intentional purpose.

How SEO Converts Customers

SEO isn't just about being found. It's about what happens after someone finds you.

Here's how SEO helps you convert visitors into paying customers:

- **Trust through authority.** People assume businesses on the first page of search results are more reputable. That trust shortens the buying decision.
- **Content that answers questions.** When your website directly answers the questions people are searching for, they stick around longer and see you as a go-to resource.
- **Nurturing the buyer's journey.** SEO content can meet people at every stage from blog posts that educate, to comparison guides that help them decide to landing pages that make it easy to buy.

Keywords That Talk to Google and Humans

Keywords are the foundation of SEO, but here's the trap: too many businesses write for Google and forget about the real humans on the other side of the screen. The real magic happens when you do both.

Humans need connection. Your audience wants to feel like you get them. They don't search in jargon or industry speak. They search in plain, everyday language that directly connects to what they're searching for.

Here's how to balance it:

- **Start with the keyword, finish with the message.** Use the keyword as your anchor, then write in a natural, conversational way.
- **Mirror customer language.** Pay attention to how your audience actually talks about their challenges. Those phrases often make the best keywords.
- **Tell a story.** Google may bring them in, but stories and authentic voices keep them there.
- **Aim for clarity over clever.** Fancy headlines might work on social for click bait, but search engines reward straightforward titles that clearly state the problem and the solution.

FINDING YOUR BEST KEYWORDS

Use the prompts and questions to build a list of keywords that matter to your business AND your customers.



01 Write down the top ways people describe your business, services or products in everyday language. What would your best customer type into a search bar if they were looking for your services or products?

02 Validate with search tools: Use a tool like Google autocomplete, Ubersuggest, AnswerThePublic or Pinterest search bar. Which keywords show up over and over and feel closest to how your customer actually talks?

TALKING TO HUMANS WITH KEYWORDS

Use the prompts and questions to start weaving keywords into natural, human-centered content.



03 Write the robot version: Take one keyword and write the most boring, keyword-stuffed sentence possible.

04 Rewrite for a human: Imagine you're talking to a friend. Rewrite the robot version if you were going to use it on your website or social post using your keyword. Which version feels the most natural while still including the keyword?

YOUR KEYWORD INTEGRATION CHECKLIST

Use the space below to work through how and where your keywords will show up in your marketing.

Website:

- Page titles & meta descriptions
- Headers (H1, H2s)
- Body copy
- Alt text for images

Social Media:

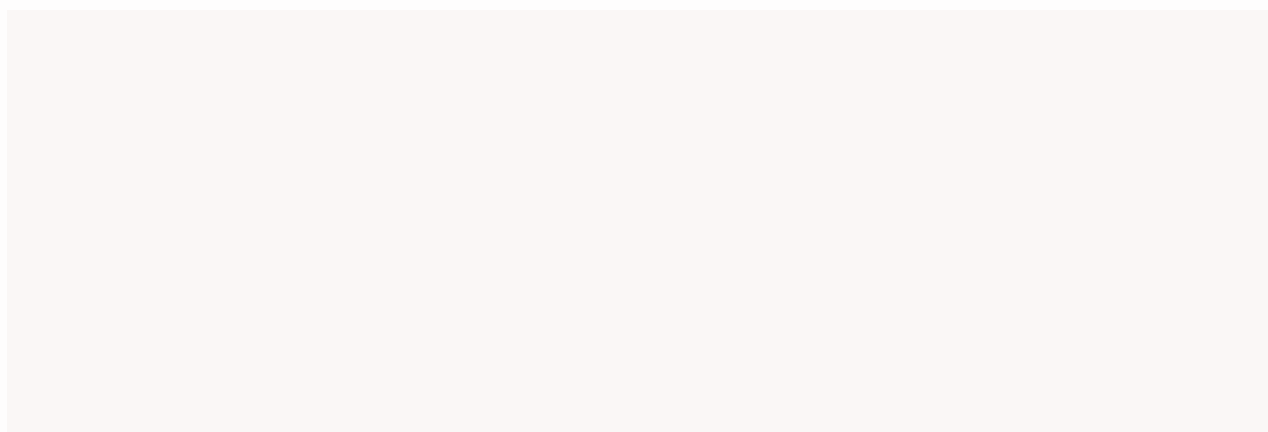
- Bio & About sections
- Post captions
- Hashtags { keyword variations! }
- Pin descriptions on Pinterest
- Video titles & descriptions

Content Marketing:

- Blog post titles
- Subheadings
- Email subject lines
- Slide titles or webinar descriptions

Use the space below to work through:

- Where are you already using keywords?
- Where could you add them without sounding forced?



Join us in our supportive group!

When you're feeling stuck with how to find your keywords and share them with Google, use the video training and the workbook's prompts to help you uncover how to use SEO in your marketing strategy.

Think about what you've learned from watching the training video and then answer the questions that could give you the next steps to include SEO into your marketing.

Join the Marketing Strategy Collective Community on Patreon!

If anything comes up while working through the worksheets or if you want feedback on your keywords, I'd LOVE to see you join us in the collaborative group marketing program Marketing Strategy Collective.

Not only will you get support from the other members but I'll also be in the group every week personally answering your questions.

I'll be sharing weekly conversations with deep dive content focused on the marketing strategies so join us in our Patreon group to get the marketing support you need: <https://www.patreon.com/MarketingStrategyCollective>

I'll see you inside the Marketing Strategy Collective group!