Day 17: Finding companies on the web

SUMMARY

Search Engine Optimisation. Making your content SEO-friendly. Using **Keyword Planner.** Working around LinkedIn's search limit. Finding 33 names for your COMPANIES worksheet.

It's time for **Day 17**, and a look at the other side of search: being *found*. The **Campaign** in **Part 7** is about reaching out to the market, but marketing today is also about being found easily—and that means **Search Engine Optimisation**, or SEO.

Relax; it's not as technical as it sounds. Today, search engines like Google rank a page highly according to how interesting its content is to human readers— meaning clickbait, content-spinning, keyword-stuffing, and other fooling around are negatives. Write content on your web pages relevant to what people are searching for, and you've done all a six-figure freelancer needs to do for SEO. A useful method for doing it is to look at your *competition*. You'll use Google's **Keyword Planner** to explore them. You'll also see a workaround if you're hitting LinkedIn's search limit but not in a position to buy a paid subscription. (See **Day 22** for paid options.)

The main goal of today, of course, is to find another 33 companies for your **List**, using the skills you're building up in smart search.

Let's start organising!