



# Episode No.111 How To Get More Eyes On Your Work + Business ...

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seo, pinterest, people, keywords, instagram, website, google, content, blog post, talking, search, question, search engines, food bloggers, musings, lessons, headline, helping, tool, post

## SPEAKERS

Jessica Lauren, Tamara Sykes



Jessica Lauren 00:00

Hello and welcome to the Sunday jumpstart podcast, a weekly podcast helping goal getters, ditch the excuses, do the work and make it happen. My name is Jessica Lauren and you are listening to episode one. Hey y'all. Hey, welcome back to this week's episode of The SJ's podcast. Today we are continuing our creating content series. Try to say that three times fast Okay, today we have a special guest in the building we have to Maris Sykes, she is an S e o expert. And she is going to show us how we don't have to necessarily rely 100% on social media to get more eyes on our work, there is a secret weapon called search engine optimization that will help you get noticed by your ideal audience. So in a few seconds, we're going to talk to Tamara and she's going to break everything down for you in the easiest way possible. But first, on a more serious note, I just want all of my Texas listeners are Texans to know that I am praying so hard for you all, my heart is completely broken by the storms that are just running wrapped havoc all over Texas. And in today's show knows I will have links to organizations that we all can donate to and chip in to try to help support everyone that is struggling during this time. Is shouldn't be like that man at all. And so if our government refuses to help us go getters can pitch in, in a small way, it might not be much. But again, in today's show notes, just click on episode number 111. I will have some resources where we all could chip in and help please stay strong and encouraged. I'm praying for you. And just praying for anybody else that's just going through a rough time. Winter can be rough all of us and I'm just praying that that God will

turn around whatever situations that anybody is facing that is negative. And that He grants all of us a sense of peace that surpasses all understanding. So I'm praying for you, I'm here with you in spirit and just rooting you on. And like I said every little bit helps. So if you can find just a couple of dollars or more in your purse or your wallet wherever, just head to the Sunday jumpstart calm and click on episode number 111 so that we can all pitch in and help somebody else out right. All right, so let's talk more about Mr. Mehra you probably my girl who what when where? Okay, so let me tell you to Mary is she is a Caribbean born mom, wife and entrepreneur dedicated to helping women create a business and life that they love using her digital know how she teaches search engine optimization to brand owners so that they can increase their website traffic without social media burnout. Hey now, and from time to time she shares snippets of her real life to encourage others to create their version of happiness in everyday life. You can always hang out with Mr. Mehra, her website is called badian girl.com. And that is pretty much our handle everywhere and her SEO business is also called next level presence and where she has a whole SEO mentorship program. So that's to marry y'all. And without further ado, I want you to listen in on this conversation where Tamara drops all the gyms about keywords in backlinking and where to find the perfect keywords for your post and all that stuff. It is Seo fantastic and was the best part about this episode is that she breaks it down so simply because it can be super intimidating. But that's the magic. That is Miss Tamara, she's a cyclist and they gotta be that deep. So grab your popcorn, get some tea, some water, whatever and enjoy today's episode Episode 111 how to get more eyes on your work using s e o with Tamara Sykes. Hey, girl, thank you for coming on the show. I am so excited to have you be a part of the creating content series.

**T** Tamara Sykes 04:51  
I'm excited to be here.

**J** Jessica Lauren 04:53  
Yeah, yeah. So I know all about you but my audience does. So do you mind telling us a little bit about who you are and what you're all about me.

**T** Tamara Sykes 05:04  
Scary. I mean, it's part it's part, it's part of what happens when you're just in what it is. Okay, so who I am? Well, I'm the girl who loves colorful hair. That's usually what I try to tell everybody, because it's just something that I love to do, but roles that I have. I'm a mom, I'm a wife. I'm an entrepreneur, I love digital marketing. And I just my goal in life is just to help women create a life and business that they love. So the path I've chosen to do that is

a search engine optimization. So SEO for those or for those who know what that is, or you can just call it. Google it. I'm the person who has to google it that they find you go with that. I like it Google, that you need a shirt. This is just as good. I haven't had to do that with Google stuff. But one day, we will have an agreement someday.

J Jessica Lauren 05:59

Now, how did you get into SEO Marketing? Like when you first came on the scene? You went into a fashion blog and and all that stuff? How did you switch gears?

T Tamara Sykes 06:09

Hmm. Um, so I'm one of those entrepreneurs off of the day job, I'm just gonna be honest, I have a day job, I make sure my family's on lock. Um, and when I was fashion blogging, I actually did digital marketing at my day job. So I actually ran a team that did local search engine optimization. So I have known about it for a while, I just didn't talk about it. But I think my turning point was when I became a mother, that's probably when you become a mom, your time is limited to what you can do. And for me, I had always been accustomed to just me, myself, and I, um, even when I got married, my husband was just like you do you I support Ooh, you know, like all that. And I mean, like, no one really, like try to lock down my time. But we have a kid like, it shifts completely. And so that really made me lean into my SEO like knowledge a lot more. And then I just started talking about it. Like, just because I was leaning into it, just start sharing what I knew started sharing tips, you start talking about a little bit more. And that's really how, like, that's really how all that happened. I didn't intend to and the day I started talking about SEO was the day I was gonna close my Twitter, kind of funny. What

J Jessica Lauren 07:32

we met is from Twitter, SEO, and I was like,

T Tamara Sykes 07:38

that was funny, because I was actually gonna close my Twitter down cuz like, I mean, I was like, fashion stuff isn't really doing something on Twitter, and like, all this stuff. And like, my first like, viral, it's not my first viral tweet. But my second viral tweet happened when like, there was this whole influencer thing, and she was selling fashion stuff. And then she only sold like a few t shirts. And I commented on it. And that was the day I was going to delete my Twitter. Yes. Oh, yeah. Well, you know, cool. Yeah. Cool. Cool. But it just, you know, it happens. It just happens more than we realize. But yeah, that was the day and that was

really that was the turning point. Seriously, that was a turning point.

**J** Jessica Lauren 08:15  
And from there, you have just been preaching the gospel?

**T** Tamara Sykes 08:19  
Yes. in public.

**J** Jessica Lauren 08:23  
Okay, so SEO can be super duper intimidating. Like there's so many different rules, and we overthink it. Can you like, just like, peel off the layers? And in the simplest terms, what the hell is Seo? And why do we need to use it as kind of?

**T** Tamara Sykes 08:43  
Okay, so formally, SEO is search engine optimization is the acronym short way out to say is, it's really the importance of Google it. If you think about even like social justice, and what's going on right now, with Black Lives Matter, right? Everyone was telling people don't put it on me to educate you Google it, right. In order for someone to find the information to Google it, the information has to already be there. So that's really, I mean, that's like a real life like practical explanation of SEO is just like, it's information is on all of these search engines, meaning Google Bing, Yahoo, the latest one DuckDuckGo. If you haven't heard about it, definitely check it out. And when you need an answer, what do you do? We, I mean, we use the phrase we do it, and um, I mean, it's just 93% of traffic that goes to any website is from Google. So yeah, and there's like over 100 billion searches a month on Google. alone. That's one. So like, whether you realize it or not, you just use it every day. Like I love to use the example of if I want Caribbean food because I'm Caribbean. I'm a Hey, Sometimes up here in Ohio, okay, so when I first moved here, I would do that search a lot like what's near me whenever I moved to restaurants near me, that's you using search engine optimization like in your real life, right?

**J** Jessica Lauren 10:12  
So how do you use it as a content creator? because the idea is you want to, like use SEO or keywords to try to get Google to get more eyes on your work, right? Yeah. So what the heck are you supposed to do? Like? Let's say that I'm a blogger, right? And I just sat down on WordPress, right. And I want to write an article about like, I don't know, five tips for

working from home mothers with kids. So where do I start? How do I make sure that I'm doing whatever SEO magic I need to do? Google knows how to show this to moms. Or like you said, Hey, I should show this to the Caribbean girls in Ohio. What are we doing?

T

Tamara Sykes 10:57

Right? So in order to even answer that question, you got to understand how search engines work. So the goal of every search engine company, is to make sure the most relevant information is shown to the person searching. And there's a lot of factors, which we're not going to go through because there's a long list, and it would just overwhelm everybody. But there's three that you should know. Okay, there's relevance, meaning, is it a topic they actually care about? For example, if I put in Caribbean restaurant near me, I don't want to see African restaurant, two different types of things. Right, right. So I'm looking at using Google's history as an example. That's something that they really pride themselves on. And so they want to make sure that when you Google it, you find the right answer. The next thing is proximity. So, I know we don't want to hear this, but we all have IP addresses. That are that's like delegated to our location. And the idea of that we have a convenience. One of the reasons I think they're convenient is because if I'm here in Columbus, Ohio, I don't want to see the Korean restaurant in Georgia, right? or New York. Right? Um, and then lastly, also peer feedback. So reviews, so like, how are people like talking about you? It's really digital word of mouth. So those are the three top things. And so when you're writing a, like a blog post, for example, um, you kind of think of it as what like, what am I using? What words Am I using in that blog post. So like you said, five tips to help working from home with kids. So like, in reality, it's about the key word there is working from home with kids. So you're looking for anyone who's going to look for that, type in Google come in or phone, tell it to Siri, Alexa, whoever you know, that they find that. So the biggest tip I would say is do your keyword research. And make sure that the phrase that you're going to use that you're going to focus on is something that's actually helpful to other people, or like actually describes your problem. And then after that, make sure you have it in your title, like you just said, you have your title. And then make sure it's in your content, like, make sure it's at least in the first paragraph, let's go with that. You don't need to like put it in there 10,000 times, please don't do that. Don't do it goes for listening, do not do that. If anyone tells you to do it, don't do it. Don't listen. But just basically include it and then just talk like right naturally like you're talking to a person because Google is getting smarter. Always box out here on a search engine, they want to know you're like actually having a conversation. And really, that's the best. I mean, brief way I can explain to really optimize a blog post to make sure that when you plant that seed today, you write the blog post, you're probably going to amplify it on social media, that's all cool, you're going to text it to friends who you know, need it and say, Hey, share it, like it, go comment on it. But to really get long term success from it, that's what you

need to do. Because you got to remember, SEO is not a quick wins strategy. This is like plants like planting, okay, you got a seed in the ground. Because you're saying I want apples, you know, two years, 10 years from now, the apples don't pop up right away. Because if that did if the tree you'd be like, this is a weird tree.

J Jessica Lauren 14:10  
These are scary.

T Tamara Sykes 14:13  
Bob, but that's how the trees I was expecting. Right? So SEO, you want to plant that seed? Because guess what they're gonna be people who need the answer to how to work from home, whether it's a pandemic, whether it's not a pandemic, whether they're sick, whether the kid is sick, like that topic applies to a wide range of people. And so all you're doing is saying like, kinda like think of a shelf. You're saying I'm gonna put this here in search engines, so that when someone else needs it, they can walk up to the shelf anytime and grab what they need. Like that. You don't I mean? Oh, it's the mindset is also required and understanding how search engines work because if not, you'll approach it like Instagram where you don't see this instant gratification, but that's not how it's set up. This is like building your digital wealth. Yeah,

J Jessica Lauren 15:00  
I like that. So okay, so let's say I want to write like a personal blog, right, just like, um, like, let's say you go to somebody's blog and they're like my musings on turning 30? How how, like, there's a way that's not necessarily searchable, right? Nobody's like, what's I'm using? or How can you tweak it a little bit to make it a little bit more searchable? I guess what I'm trying to ask is like, Is there a formula maybe listeners can use to make sure that they're hitting some SEO markers? Like,

T Tamara Sykes 15:38  
yeah, how

J Jessica Lauren 15:39  
would you change that? My musings of 30 into something a little bit more certain? Yeah. Yeah.

T

Tamara Sykes 15:45

Fair, fair point. Fair point. I mean, my musings, my music from like, 30 is it's so searchable. The thing that it's like, it's so broad that like, exactly, you would just be on like, way, way lower pages, like, no, everyone's written that topic. Um, I would say find an angle fight again, find a term do keyword research. I mean, like, I cannot stress how much of SEO, the keyword research part is important. So use a tool like Uber suggests use Google, I mean, Ubers Yes, is free. There's also like a beloved tool called a trust is spelled h r e f s. I had to say that, um, but they have a seven day free trial. So if you can, like you can brainstorm a whole bunch of keywords for seven days and have your whole year content calendar that way too. But use Google use Pinterest use Uber suggests use href you have to do the keyword research First, make sure you have an angle. So if you were like my musings of 30 I would look for something more like lessons I've learned out of the 30 year old because I mean, that's a little bit more searchable, yet more specific and say like love lessons, life lessons? Uh huh. Think about the person who's going to type that into Google, right? There's a really small chance like a really small chance I was gonna like, learn new things when I was 30. Just something they search for. We'll find it eventually. But it's just not something they search for think about what they would search for what type of lessons describe the lessons,

J

Jessica Lauren 17:16

I love that

T

Tamara Sykes 17:17

what someone's going to be looking for, like, maybe it's business lessons you learned since hitting 30 past lessons. Yeah. What are the lessons because that's what someone's gonna put in when they want an answer. So to speak to the formula. This is what I always say first, ask yourself, what is the question the person is trying to get an answer for? So are they looking for podcasts lessons, business lessons, Instagram lessons? life lessons, love lessons, marriage lessons, there's so many descriptors. Right, right lessons, I mean, natural hair lessons going down, I can start like, no, boy,

J

Jessica Lauren 17:55

I think that's really helpful. Because you're like, oh, SEO couldn't possibly work for me. I'm just a cook, or I'm just a mechanic. And as I know, that is what is for everybody. Yeah, like,

T

Tamara Sykes 18:06

I listen, 12% there's like at least, like 12% of that 100 billion searches that happens on Google monthly, and you start adding it up a year, like, at least 12% of those are new searches that never existed. Mm hmm. So the question is the thing is that, like, Will someone need this? Oh, they will. They might say, but they might need it tomorrow. I shouldn't you have to ask yourself is what is the what is the answer? I'm providing one of the problem I'm solving because whenever someone's searching, they're searching based on a problem or a question. Yes. Not searching. Even if it's I want to buy something. That's still a question. Right, right. I mean, think about the question and then make your topic. answer that question.

J

Jessica Lauren 18:52

I love it. It's

T

Tamara Sykes 18:52

now optimized for SEO, or what term you're using. Mm hmm. It could be anything. There is a question that you have to be like, my headline is the solution. And if you really want like some more like practical help, so one tool that I use is headline studio, my schedule? Yeah, great. Yeah. They've actually upgraded the tool. So it used to just be like this

J

Jessica Lauren 19:16

free headline analyzer or something. Yeah,

T

Tamara Sykes 19:19

that was a whole studio where you if you pay for it, you actually get like, is this a good headline? And is this SEO headline, like, Okay, well, if you go in there it is. If you do a good headline, it's actually very likely. Right? Yeah. But that's a really like a good tool to help you like cuz you're probably gonna be brainstorming a lot of this. It's not going to always come the first time it takes practice. And even for me, I actually prefer to check it. But it's something that it's a tool that you can use, but really the trick is, what is the problem? What is the question they're asking, and you need to get more specific on the answer you're providing because I'm not just going to get up at three in the morning, if I'm like somebody like me up at night, right? And look at musings for 30 like, I'm not No, I'm not, you might



J Jessica Lauren 20:09  
look up like, how to turn 30 with grace or like your grace from growing once you hit something.

T Tamara Sykes 20:20  
One of the things that I think I've been looking for recently is like, I'm turning 30 in a week. And so one of the things that I've been experiencing is I'm seeing like, my, like, taste buds change. Hmm, I like what I could eat before I'm starting to see like different like reactions with my body has been just like, so one thing I've been looking at is like food sensitivity test food sensitivity. I have a 30 year old like, Huh. So if someone had any health lessons, like health, I would find it because I am looking for the answer. Yeah. Yep. So yeah, like, I always say I wrote it in my ebook, like, seriously, you got to think about the problem. And what question that person's like asking, and then your headline should be the answer that that's really, that's seriously the

J Jessica Lauren 21:06  
the trick, like, it makes so much sense. It really does. Yeah, oh, we were talking earlier about keywords or whatever. keywords, I guess, what's a better way of like, if you could compare it to maybe like hashtags? You know, how, like, if you want to be discoverable, like, what are the hashtags that are relatable? So when we suggest or anything like that, what what pops up is that they're like, these are the keywords that everyone's been looking for in regards to

T Tamara Sykes 21:33  
that. Um, let me see. So like, if you think were suggest, specifically, or whoever, or H refs, I mean, a lot of tools, but I would say a trust is the most popular and definitely trusted, it just costs more, where's the good entry into this SEO world? Because it's simpler, right? You know, um, I would say a key thing of a keyword as multiple words put together to describe a problem. Okay. All it is, is just a way to describe content. And the topic. It's about that's really it. So, back to like musings, you know, from when I was 30. I mean, the key word could be musings. And that's it. But like, it's so broad, like, it's too broad. Yeah, there's two types of keywords. We call them head keywords. I like to call them short keywords with one or two words. They're very broad, like, you're more than likely going up against big players. Online, like yeah, Varun. I mean, you can't just be like, if you want to, like rank for so I'm sorry. I personally would be like would bow out gracefully from helping with that, because you're probably gonna go up against 1000s of dollars to like, figure

knock you out the water. Yeah, I mean, but if you start being more descriptive, and what we call longtail keywords, then you can start that's like three words are more than you start really getting into people that are really looking for that thing. Okay, so if you're again, saying like, love lessons, at 30, like a longtail keyword as a very specific 29 year old you might be because they might find it because they're right, earning 30. But like you were talking to 30 year olds, and you're specifically talking about love lessons outside of that is now not relevant right? Now means if I search for that for something in that range, now you're relevant to me, but someone could be like next door to me and search for 29. And they would never see that post because it's not relevant to them. Right, right. Like keywords are really just a descriptor. They're just an adjective for content. Okay, Bing, what content is about and that's all it is.

J

Jessica Lauren 23:47

So there's, you know, Google, like, does not want us to do what's called keyword stuffing, right? Where you could just love it says the 30 love lessons are less than 30, like 50 times and but there are little tricks that you could do with like, subheadings. And link, can we talk a little bit more about that? Yeah, pose a blog post? Yeah, yeah. Top to bottom.

T

Tamara Sykes 24:09

Yeah, we'll go through go through it. So I think I've, you know, talked about the headline quite a bit yet. So we're gonna skip that part. Because that part is the first part, okay, that's the big bang. Then usually, in a blog post, you have some sort of like, intro, right? Um, the intro is where you do want to include that key word, because if you think about someone reading something, it's almost like Google's looking at the title. Then it's looking at the next page, and it's looking at your table of contents. So you think of a book. It's the same thing just having all on one page. So you want to have everything like the keyword in the title. You want to have it in your first paragraph. Yep. Most people say try to get it in your first sentence if you can. Sometimes that's not. If you're like, you have a conversational tone. It may not happen. That first paragraph, good goal. To have, then you want to at least have a form of it like a related keyword related. Meaning you don't have to keep saying loveless. Right? Because it's like, Google's looking at a spam and no humans know that, right? If you listen to this podcast, even this conversation you said love lessons that varies particular times without just saying it back to back to back. So you think of your blog post the same way. It's in your headline in your first sentence, use like a similar like term, kind of a synonym or something. Yeah. The like, header and make sure it's in header one, like, Yeah, all the formatting really helps here. Because if you just keep it all in the same font, like it just looks like a whole. Yep, the body just looks like text. Just let's go all text. Yep. Um, but you know, kind of like, again, you have a title page, you have like

this page in between, like, little intro, and then you have a table of contents and your headlines actually format table of contents, and then the text underneath, like, actually, as in like the chapters, basically. Yeah. So if you want to make sure those headlines are like, okay, we're talking about love lessons that I learned when I was 30. And then you can say, like, that's your headline, you have your intro, like, you know, when I was 30, I didn't realize that love could be like this. And so I have these lessons. And like, even when that's not love lessons by 30, like you just, it's, um, it actually has a key word in the first sentence just by naturally. Right? You go on, and then you're like, Okay, now you're gonna say, um, what I didn't expect to learn about love as you're right. And then your, your sentences, the lessons that I realized, are so and so and so. And what I didn't understand is that love is this, this and this, literally, again, in your next paragraph, you have now used the key word again, but it's not saying love lesson by 30.

**J** Jessica Lauren 26:57  
So they don't have to be married. Like they go.

**T** Tamara Sykes 27:00  
First. Yeah, now. Now, there's definitely going to be times like, let's say your next heading is the 10 love lessons I learned by 30. Now guys specific, it has the keyword in it. And you're probably gonna say it again in the paragraph afterward, because you're introducing a list. Right? Right. Like, naturally, it's there. That's just that could be like a 500 keyword, like, not key word, a 500, word post, or whatever. Yeah. But it's like, Google can read that and say, Oh, this is definitely relevant to this pertino to tomorrow's search. So I'm going to show her this. Because it's a less informative, it's very, like user friendly. You can read it. And then it's like actually organized many times we get so caught up in Oh, the keyword. Okay, I gotta like, put it everywhere. Like, cuz they don't read it. Like it was you could tell you'd be like, Oh, that was definitely for SEO.

**J** Jessica Lauren 27:57  
Right. And Google wants you to be as natural and build relationship with your audience. Yep. As organically as possible. They

**T** Tamara Sykes 28:04  
actually, it's funny because so my brand is called next level presence. But there's actually an NLP actually stands for natural language. Oh, like, in SEO, we just got to find it, I thought was ironic. Oh, yes. So like, you have to, like talk like a person. Like SEO like SEO

is meaningless, what we call ourselves from or like, you know, SEO, and practice SEO. Like, our biggest thing is you have to be able to tell stories. It's like storytelling is the, like the basis of all marketing. And so like, that's where bloggers have an edge. Because a lot of business owners don't really want to tell a story. bloggers, your whole thing is telling stories. Yep. So you don't need to throw that out the door, because you want to all of a sudden, incorporate SEO, all you're doing now is being more strategic about what words you use. That's it.

**J** Jessica Lauren 28:57  
Yep. That's it. That's it, you're already doing it naturally.

**T** Tamara Sykes 29:00  
If your storytelling tone or anything, all you're doing is silent. Okay, now I'm going to like do my keyword research, make sure that it's in my headline, make sure it's in my URL, make sure that it's in my description that shows up in search results. Make sure like, you're just gonna optimize it, optimize just means make it back at better.

**J** Jessica Lauren 29:19  
That's it,

**T** Tamara Sykes 29:20  
but usually make it better refine it. But don't change your story. Because you're like, Oh, my gosh.

**J** Jessica Lauren 29:30  
It feels like that though, when people talk about it, though, is very, like life or death. But it's like no, nine times out of 10 we're doing it naturally. We just have to be a little bit more intentional about it.

**T** Tamara Sykes 29:40  
Yeah. And that's the thing intentional, and I mean, SEO is just the field itself is known for kind of making people feel overwhelmed like hmm, I have I'm in groups, okay. And I'm just like reading someone to separate them to find who am I I'm talking about you know, it's not. I always tell people don't get caught up and feel like you don't know something like,

just ask a question. I mean, the biggest thing that's gonna trip people up is more the strategy that we're using, right? That's actually mostly what's true people up versus like, I need to understand this term, like, you will get the term over time. Like, I mean, I don't think any of us even like, remember the term we learned in school? Like, I just didn't do it. Yeah, we're just gonna do it. I, you know, so. Don't get too like, don't be hard on yourself, because you just learned about it. Or like, Oh, my gosh, I didn't know about this. Like, you can always start today. And you'll refine it over time, because Google changes. So the goal is to just do best practices, and then move with the change.

J Jessica Lauren 30:47

Yep. I love that. They never lie. So a few seconds ago, you was just like, Oh, it's a 500. Word blog posts. Yeah. Is the goal. Still, when you're writing, trying to optimize your content? Does it have to be 300? word count or more? Is it?

T Tamara Sykes 31:06

It used to be 300. I feel so I've done I talked about this before. I feel like then I was like, oh, man, I wish I didn't say it. But I will say that

J Jessica Lauren 31:14

this is not a Bible. Like it's not a hardcore Bible.

T Tamara Sykes 31:16

Like right. Okay, for most. Traffic, so like, 500 is a good starting number. Most people will tell you to start going like 700 to 1500. Yep. Um, and that intimidate people because they're just like, what? words, especially if you're doing a feat, like a blogging field, like fashion, which fashion is hard?

J Jessica Lauren 31:39

Yeah.

T Tamara Sykes 31:40

Like, what are you talking about? And then, you know, like food bloggers get a bad rap, because they are great at getting to those words, that word count, but like, people are like, I don't want to hear about your story. And I don't want to do I mean, like, people get

rid. They do Really?

- J** Jessica Lauren 31:56  
The other day that said, like, what if a food blogger was murdering people, and it had the murder listed in the story before? You know it has that?
- T** Tamara Sykes 32:06  
Yeah, yeah.
- J** Jessica Lauren 32:07  
bloggers have it bad about their story. Oh, yeah.
- T** Tamara Sykes 32:13  
Bluehost Bluehost is a hosting service. They had a tweet about it. I was like, Damn, I just heard from it. Like, people have just gone from foo bars. I'm sorry, food bloggers, we love you. We love you. Um, I think one of my I feel like kind of like Twitter colleagues or colleagues in this space. Her name is Carmen. She's really like, Yeah, she says, I really like to help people. It's really if your food bloggers who specifically for you? Yeah, um, think about it more about we call it user experience, which is also really big in SEO. But just think about the flow. If you're a person a back to that thing, you got a problem, right? There is a problem with the recipe, because you're always helping people like me, because I just some days, I'm just not with it. Okay, and you're providing a recipe, the idea might be better to just move the recipe to the top. Yep. Because Google's going to pick it up. I mean, if I'm looking for Caribbean, if I'm saying like, I want a plantain recipe with ya, and you put it at the top, it's still relevant to me, in my search, like writing changed about the relevance. And then you can still tell your story at the bottom. And still like maybe other recipe, get at the bottom, almost like an email marketing, they always say put what you want them to grab their attention at the top, you can put the content in the body, everything in the middle, and then you can still repeat it again. Like there's nothing wrong with you know,
- J** Jessica Lauren 33:32  
creating things out of order.

T Tamara Sykes 33:34  
Yeah, like, I think traditionally, with food blogging, specifically, it's always been like, write the post, and then put the thing at the bottom, like, you can just switch it up a little bit.  
Um, yeah, like, you

J Jessica Lauren 33:47  
know what, you brought up something that I just randomly thought about it and let me know if I'm getting too deep. But there's something called a bounce rate, right? You get people to stay on your site. I'm wondering if food bloggers are writing all of that to get people to stay on a little bit longer.

T Tamara Sykes 34:03  
I mean, yeah,

J Jessica Lauren 34:05  
yeah.

T Tamara Sykes 34:06  
I mean, that's a thing. Like, you know, if you have a, like, currency, it's actually lower like, so if you have a low bounce rate, because you don't want it to be high, too high. Right? If you want a low bounce rate, it's actually a really good thing. Um, you can also see in like, how many pages they keep going through your website. So it's a good thing, but it's like, at the end of the day, right? If you write a 300 word blog post or a 500, word blog post, I answer someone's question. That's still better than 1500. Just nonsense of waxing

J Jessica Lauren 34:37  
poetic.

T Tamara Sykes 34:39  
Think of it like if you're talking to somebody and they're just like, you ask them a question. And sometimes I had to check myself on this when I'm talking so I can get this meets and they just go on to talk about everything. Yep. Else on the plane, the air just like you know what I'm about. All the ones doing, they're just like, okay, so you can't be here. You strung

me along. And now there's no answer. My question, so yeah, I'm still gonna bounce. But yeah, you have a better number but didn't really helping anybody that can also hurt you, right? Eventually Google like Google, Bing, Yahoo, they all see that your post isn't relevant. So it's really managing the words and the like, the actual helpful content. And, you know, being okay with the fact that maybe it's a 300 word, blog post, but it's helpful. It answers the question, and that's okay. Yeah, that's totally okay. I The reason we say higher numbers for the words, and is not just for the bounce rate, but mostly because you can actually include your keywords more, so we call it like keyword density. And you can include more of your keyword if it's longer because you have more like space to spread it out. Right? Yep. Um, but I mean, I kind of think of it like housing, like if you only need one bedroom, like just get the one bedroom shrew children. Don't try to like, go out of your budget, because you want to get the house. Yeah, really afford long term, like, just stick with what you got. That makes so much sense. Yeah. And like over time, another thing people don't realize about blog posts is that you can go back and update them, like updating blog posts. It's a real SEO strategy. It is, yeah, you don't have to keep writing new content. Like, you might write about Pinterest today for like, I'm worried about Pinterest, for example. Yeah. And be like, Oh, I need to go update that post. And oh, I just also no more information. You just add it like, and Google comes back. And it's like, ooh, they update information. Hey, hey, crawl back in there, read this through, you know, I mean, like you have more relevant, it shows that you care, it shows you care about your like, end user, your user experience all this stuff. So it's just like, sometimes, like just published a blog post, I actually just publish it. And you can always come back and go today and just call it that. I feel like especially it might just be a millennial thing. We've had to like hustle and do this and grind and go so fast on everything that we just like, forget that we can like stop. Yep. and refine and then take another step. Oh, yeah. To just like, it doesn't have to stay there and just leave it alone. Like you could spend a whole year just updating blog posts. Do that

J

Jessica Lauren 37:14

and call it a day. Oh, you know what, I love your that idea of just kind of walking away from it. I use Yoast when I'm on WordPress. Yeah. I love Yoast is a software plugin that you plug into your blog blog, and it'll show you it'll be like, red light, you know, SEO sucks. yellow light. It's okay. Green was helpful. It'll show you like, here's the paragraph where you're using the passive voice. Here's the paragraph you know, like you want to use your keyword grab left that thing on yellow, a timer. This the best I could do. I

T

Tamara Sykes 37:49

don't even want to talk to you. I think I was doing I was doing market research for my



brand. And like people were like, Oh my gosh, I can't publish it. Because Yoast told me Yo, I'm like, What? Yo was good. I'm even read. Okay, maybe we could I mean, read is read. Okay, like, drive the car when this red light light? Like cool. Like, I mean, okay, don't take the car analogy. Seriously on that one with the yellow please be safe. Right?

**J** Jessica Lauren 38:16  
No red light.

**T** Tamara Sykes 38:18  
lights in yellow means maybe. Okay, yellow. And SEO is like, you can always go back and refine. I mean, yeah. It's okay. Like, it's okay. It really is. Okay, it's okay. Like, breathe, you got this button, hit the button, walk away, and then be like to schedule a time if you feel like, you know, I just don't like, go back. Just gonna track. Like, I need to update so and so posts. And do that. I mean, like, there's also another SEO tool called sem rush. Oh, actually, like, it's a plugin to and you can actually analyze your post. And it'll tell you where to like, optimize it more like as part of optimization is like, make sure you're linking to post within your blog like yet on your website, there's all these different aspects, but like, there's tools to help you. And some of them are free, some are paid. And like anything else, just figure out what it is that you need help with. It's all about the strategy. Like I said, with SEO, there's a lot of information, sometimes on the right information. But it comes down to strategy because the strategy that works for a blogger sometimes may not work for a small business in a local area may not work for Airbnb, like you really need to talk about, who am I trying to attract? Who don't want to come to my website and form a strategy around that because and that's the business I'm in is making sure that you're getting the traffic that you actually want, because you don't like if you're selling again, Caribbean food, and you want to be found when someone's searching Caribbean food, it doesn't make sense for you to be targeting someone who wants like, I guess Mexican cape, we can kind of say maybe Caribbean food to South America, right? Well if you're not really trying to target the same person, so The strategy is not the same, like you should even be using the same keyword writing, you know, like you brought up a good point, we've been talking from the perspective of bloggers, because we're both bloggers.

**J** Jessica Lauren 40:10  
Yeah. How can SEO be beneficial for a small business owner? Or somebody that's not creating content on a regular? Or should they be creating content? Like, should the Caribbean restaurant, do a blog post once a month? Like, here's? What do you think?

T

Tamara Sykes 40:29

Yeah, so back to that whole idea of updating. So if you are a, if you're a small business owner, there's some aspects of SEO that you actually get taken advantage of in a blogger, which is what we call local SEO. Local SEO is where you can beat out the major national competition because you're geographically in that spot. So back to that proximity level, you will probably beat out Amazon like every single time because you are actually close to me, right? And you just take a take advantage of that, like, please take advantage of that. Um, and there's like, local search is like a whole thing. Okay. Holding, if you're a small business, you need to be on that. Another thing you can start doing is tapping into, like, I know, I'm, I'm for like, prior to the unfortunate incident with Georgia oil, people didn't realize that you could actually like, you know, use black owned business. In your website. It wasn't a popular thing that I did that got like 300% surge of traffic because it went up and SEO is like, if you're a small business, do not you got to go back to that strategy. Who are you trying to reach? Yep, it's not gonna be the same as everybody else do not get caught up in, I want to be like that, like, pause? Who are you trying to reach? Who's gonna be paying you money? Who's gonna put money in your pocket? That's the question I'm asking you. And then you like, optimize your website for that. So if your small business owner is optimizing your website, but the other big thing is getting on what we call directories or citations, so like, you know, Google, my business is the big one, get your butt on there, like yesterday. That's free. It's free. And it's Google. And Google ranks Google.

J

Jessica Lauren 42:10

So like, it'll come out.

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Tamara Sykes 42:15

And then, as far as a content question, I do think small business owners should, should do content marketing. I always like to use a TV show analogy. Maybe you don't need to do like a blogger, because again, that's all we're doing. That's all we're doing. We're a content creator, where you're just like pumping out

J

Jessica Lauren 42:31

content.

T

Tamara Sykes 42:32

All we're doing all that that's what we do, right. But as a business owner, I understand that

you're struck like the biggest thing, you're just like, I have to always, always like service my customers, I have to like, make sure I'm upon my expertise. I get it, I get it. So create a strategy back to the strategy and plan thing. Just say like, you know what, I'm going to create a blog, one blog post a month, I'm going to create one blog post a quarter. And if you're doing it for a quarter, then you could actually create a longer blog post, like doing more like a thought leadership piece or something, you know, because now you have more time to research and get all your ducks in a row. And now it's this thing that like, it's super helpful. And we also have an aspect of SEO called off page SEO 2.1 a link to it, you can create an infographic for it, you can share that, but you can start getting a lot more creative. And it's only one a quarter. Yep. Yeah, I mean, so but I think content is one of the easiest ways to help your website, get traction, SEO, because it's fresh. You can optimize your website as it is forevermore, but that is kind of stagnant. It just stays there. I mean, you're not gonna keep changing it unless language changes for some reason, right? Like that languages and apply to that industry anymore or something, but you're not really gonna be updating the words that much content gives you the opportunity to keep getting on search engines, radar, if you think about, okay, why does Amazon rank so high? Amazon adds millions

J Jessica Lauren 44:07  
of products every day, right?

T Tamara Sykes 44:09  
That's content. Yeah. You're probably not going to be adding millions of content every day. But you can do a blog post a quarter.

J Jessica Lauren 44:17  
Yep. So like, if you're a wedding photographer, it's okay for you to be like, the top five. I don't know, spot to take a picture

T Tamara Sykes 44:26  
locally. Because again, if I'm afraid, like, Amazon can't compete with that, right? I see that Amazon a lot because you know, they are Mecca. Yeah, yeah, like huge, but like, I mean, like, the big companies can't compete with that, right? The person who's selling you photography equipment can't compete with that the only way they can compete with that and a search result is to spend money on ads. And you can do it for free with

J Jessica Lauren 44:55  
like tomorrow please come to the SP Oh,

T Tamara Sykes 45:00  
Like, why I mean, I had a client. He's a web designer. And I was just like he, like, at first when we talked. He was just like, I don't want to do it locally. I'm like, Why do people is local? Like maybe Yeah, you get a client from, you know, the next state over, but like the people still searching, like they're still searching where you're at, you know? Yeah. And he was like, Oh my gosh, thank you so much. Like, you know, the actor was like, Yeah, like, No, seriously, I told him, I was like, we're still gonna put it in here, because you are located in the state, in the city. And like, yeah, people are struggling, like, why would you not? I don't understand. So in small businesses, it's definitely more of a and it's from my early days, and like digital marketing, whenever if an agency and I have like 150 small business clients, I'm depreciates like all the time, like, still do it. Please still do it? Because this is what that's that's your just easy have an edge? Why would you just leave that money on the table? Right, just to

J Jessica Lauren 45:52  
make it make sense? Make it make sense. So I'm about to get into a controversial topic. So you know, we love some Instagram. Everybody loves Instagram. I'm sure people still have a website. And why not? I mean, a lot of us rely on Instagram, because a lot of people found their success on it. Yeah. Let's talk about Instagram searchable. Let's get into the Instagram vs. website situation.

T Tamara Sykes 46:22  
Instagram erhu. website topic. Okay, so this Instagram, website T. Hi. I honestly don't know where to start. Like, who? I want to know who started this? Because I don't know. Because I feel like someone started it. And that's why it's such a polarizing topic right now. And it's kind of I feel like the suits were like, SEO and like SEO and web designers versus like, creators. I feel like this is where we like clash pants. Yeah. You know, I'm both. So from my perspective, you should definitely have a website. And the biggest reason anytime I get asked this question, I just keep stressing this. You do not own Instagram. Okay to get Instagram or any social media platform that is out there. So if it disappears. Okay, poof,

J Jessica Lauren 47:27

and it's happened.

**T** Tamara Sykes 47:28  
We're gonna wait, Listen, my space.

**J** Jessica Lauren 47:31  
What was that thing that came up? It was like fitline against vine.

**T** Tamara Sykes 47:38  
Vine disappeared. Facebook is hopefully. I don't know, I don't know how it's going to pay to play platform and Instagram. Um, obviously, they're making Instagram like trying to make it a one stop shop. I mean, like, they couldn't get Snapchat. So like, they've been mimicking Snapchat. I mean, like, you can do so much on Instagram. Now. It's like, I mean, to try to like get on the YouTube train with the videos igtv vertical, but I can we can keep going on. And I mean, kudos to them, though. Like, again, I want Instagram like kudos to them. It's just, they may run into some issues. I feel it with content curves, because now it's not. It's not getting it's not like fun for other people. But no, that's not really my ministry. I'm so we got up there. My ministers, I see a man. It's not even because I'm an SEO person. I'm just saying in general, with anything. The idea here is to build your own digital wealth. And I'm speaking to people of color and black black people listen to me, okay? We've got to get out of the mindset of like living off other people's stuff. We cannot keep, like boring all the time, we have to be able to own something, and your website is your own real estate online. If anything goes down, you have your website, and you can take it further, you'd have your email marketing to you. I mean, you then know people can find you. I mean, our attention spans nowadays is so short. So you will have people who will track you down. But at the end of the day, someone else can replace you on a platform and you're over here trying to get Instagram support, which like losing exists, to be honest, right? When they got bought by Facebook that went out the door because Facebook doesn't really have support. And you were not able to get it back. I mean, I think I think like now they asked you to like put your ID in there and like Yep. Yeah, I do. It's a mess. It's just just you have to own something. Yep. Okay. I get it. We can rent. That's why I always say do you want to own or do you want to rent now I ran apartment so I get it. But like at the end of the day, when it comes to digital, you need to own it. You need to own it. And that's the kind of website you need to have a home. You can't be just like here comes to my cabin that I rent. And then you're over here at your beach house that you rent right?

J Jessica Lauren 50:00  
Yeah,

T Tamara Sykes 50:01  
yeah, some of their house. Like, where can I come find you? Like what? Like, you know, I mean, like, Where can I come find you? Where can I know you're always gonna be there no matter what, like, you gotta take a break new to mental health, you know, hiatus, whatever it is like where can I come find you so I can still find you even if you're not physically able to like be in front of me and be there because like the pin, if anything, the pandemic, this is that when we all have to deal with every single thing in our house all at the same time, like a door. I mean, whether you're single hot, you're married in a relationship, not like whatever it is have kids, but like you have something going on right now. And I can probably tell you that everyone has had some sort of mental health crisis going through this pandemic. And you should have something that if this is your business, yeah, it needs to be out there together, even if you step back is doing all the work for you. That's the whole point. That is it. That's the point. Yeah, acting as you as an extension of you. And if you don't have that intagram says, You know what, we're in a really bad rep, social dilemma, like just really messed us up. We're gonna just close this tomorrow, which is kind of a vine and Twitter. Yep. It was it was doing well. It was all

J Jessica Lauren 51:13  
fine. But that's fine.

T Tamara Sykes 51:15  
Just be cool. Like, I mean, do you want to be in opposition? I have no question. Right?

J Jessica Lauren 51:23  
So you know, I used to be a heavy instagammer like 2016. Like, almost every day, I used to love it. But when I looked at my analytics people, please always, even if it's like, once every two weeks, look at your analytics. Yeah, I saw that most of my traffic came from Pinterest. Yes, we're talking about this before the interview. I took a class from I took a free webinar from Melissa Griffin. And she told me all the Pinterest tea. And I use her strategy. And now my Pinterest is like, 3 million views on traffic from Pinterest, right? And I haven't written on no real jewelry. Like, maybe? Well, I wrote something like maybe in December. But before it was like October, because the pandemic just messed it all up. Yeah. So um, I

switched gears. I was like, You know what, Instagram is cute. But for me is not giving me a return on my investment. Like, I mean, yeah, that's to my audience, but not what's going to get people reading. So we got the website, and we could play on Instagram. Can you talk about because you're on Pinterest, too. And you had on Pinterest? To talk about why maybe invest in a little bit more of our, like, extra free time outside of the website should be maybe on Pinterest or YouTube?

T

Tamara Sykes 52:44

Yeah. So Pinterest, and YouTube are search engines. They're just visual search engines. And like I was most social media platforms have some aspects of search engine in them. It's just like, how much does their algorithm depend on it? like we mentioned earlier, like keywords on Instagram is definitely like, hashtags. Basic, right? And then same thing on Twitter, basically, there, they have a little bit different of a search function. YouTube and Pinterest not only functions like a search engine, but it shows up in Google search results. Yep. So you kind of get to things for the price of one. Mm hmm. Especially with YouTube so much time spending on video editing and all that bless everyone who like bless your hearts. Yeah. Um, when you do that, it's like have you ever started something and seen the YouTube video pop up at the top and then it like, has the exact Yes, yeah. Okay. Yes. If you go to YouTube, I need to be doing that right there. Okay. Um, the key I will say the key to making sure it pops up there we call it an SEO schema, but the way you can kind of do that just a real practical quick tip is actually say your headings out so if you're talking and you're saying like you're doing like let's use like the love lessons again. Mm hmm. You usually put a little screen or like just a slide that has a title, but say it be like, like, say like Okay, so now I want to talk about the five love lessons. Did it a one is this lesson two, when you say it actually picks up and then that's where you have like it just like limit it says like from 2.2 to 3.32 Mayor talked about you talking about this, this lesson. Throw it in there. Um, that's free tip.

J

Jessica Lauren 54:31

But that one?

T

Tamara Sykes 54:32

Yeah, that's that one right there. I mean, like, if you haven't seen it, that's how you talk about relevance. That's it. But when YouTube and Pinterest do allow you to get on search engines, even if you're not like ready to go to website right yet it's that's what I call the quick win SEO. Because it's a you can get a faster turnaround and get a taste for it. And I feel like for content creators especially that's an easier like entry to SEO. Then like all I'm

gonna have to go spend all this time right? I'm waiting for this because again you're planning a see when it goes to website. Now with YouTube to you like YouTube has always been monetized so then you also get money there. Pinterest is also monetized too. You can get really great affiliate income from Pinterest, hey, the more clicks you get, the more they're reading the more you know, money. Um, same for products. If you're a small business and you sell products. I don't think people know this. But Pinterest users spend way more money than everybody else.

**J** Jessica Lauren 55:29  
I spent so much money on Pinterest girl, I have a whole

**T** Tamara Sykes 55:34  
Yes, yes, I have a whole board called would like to buy or worse you're gonna see it. But Pinterest users the statistic is 39% more likely than any other platform. So just FYI,

**J** Jessica Lauren 55:46  
get on Pinterest.

**T** Tamara Sykes 55:49  
Yeah, so like Pinterest has them. You can get money from Pinterest like that you can get

**J** Jessica Lauren 55:55  
it's a kind of Guarantee.

**T** Tamara Sykes 55:57  
If you have a digital product if you have a physical product. Um, yeah, even some brands are even more or opening up to actually like doing Pinterest collaborations. You'd be surprised bring it up to that.

**J** Jessica Lauren 56:14  
I did third love isaaq Hey, my Instagram is small. But look at my Pinterest.



T

Tamara Sykes 56:19

Because the reach is in saying Yeah, like a search engine. It's evergreen. So if something is trending on Pinterest like right now? Well, I would say like before Valentine's Day, everything from like, after Christmas. Straight to like February was all like people were searching for Valentine's for New Year's stuff. Right? So you had any content in the past four years. It was love. Okay, what's up? They're recycling back up there, right? And so with Pinterest is just all you're doing is just having Google Images. That's all it is. It's like you have an image. It has a title on there. Like, again, keyword, the whole thing is still specific to keywords. And people do search and boom, you pop up again. And then next year, they search it again. And when I

J

Jessica Lauren 57:12

tell you girl one day, I was literally walking down the street and this girl was like you had a girl for Pinterest. It wasn't Instagram. It wasn't the podcast, it was literally Pinterest. So it's just like y'all, it is a secret weapon, but I use it.

T

Tamara Sykes 57:29

Even with limited time, so like my time is more like you know, going to work. Entrepreneur clients. Like oh, I'm sorry, I can sit. While you know my daughter's on my lap. Watching Baby Shark focus your time y'all. And I can literally pull up my phone and pin something. Yep. Not to mention you can use a tool like tailwind and just schedule it. Yep. And I think about it. He does. Have it going. And then you'll tell it also has the communities called try. I think they changed the name recently. So they have like it used to be called tribalism communities. Like little pots. Yeah, pot. people sharing your stuff like all the pins like okay, I'm so serious about this. One of my pins that has like Kemeny exactly where but I think it had like 11 k in the past 30 days. wasn't you? wasn't looking at me. Yep. I've got the credit, because it's my website. Exactly. You know, you got to make sure you set it up in your settings, but like

J

Jessica Lauren 58:30

to spend it.

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Tamara Sykes 58:31

And just traffic traffic. I mean, even I've got affiliate income like I'm an affiliate for Bluehost. They come from Pinterest, I'm sure of it. Like it's just I have my my ebooks on

there. Like people have their freebies, I've got signups on my email list from really don't have a clue who I am. So it's just like, yeah, and then Not to mention, it shows up in Google search results. Okay. Like, we're talking about working harder.

J

Jessica Lauren 58:59

Yes. You on your next level president's website, you talk about social media burnout, like just had to constantly come up with content. Yeah, I think SEO is just like, Listen, you you do the work once and let it work for you. somewhere.

T

Tamara Sykes 59:16

Oh, you're right. I don't you said it best. Yeah. And that's the thing is like, it doesn't mean that social media is bad. I just think, unfortunately, between the demand for content, and I guess the optics required for content. A lot of times, it may not fit your lifestyle I've had sometimes it's just it just may not be the thing for you anymore. Like, again, I understand. I started as a fashion blogger. I was there. I was doing it all the time. But for me, it just seemed like it would it just hasn't been I had to put this I haven't been able to be the most consistent there. And I know it's a choice. But it's just like, every time I look at my Google Analytics, if SEO from Google, or any search engine, and then Pinterest, yep. Twitter, Twitter's third.

J

Jessica Lauren 1:00:10

Yep. Facebook is second. Twitter is third for me. Yeah,

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Tamara Sykes 1:00:13

like got exactly mine is like Twitter and Facebook intertwined. And Instagram is like fourth and fifth. And last is account Instagram stories and Instagram differently. And Pinterest is still like the bulk of my traffic like go only to like my organic traffic. So it's just like, for me, like you said, check your analytics. If your goal is to get people to your website, I'm sure there are ways on Instagram to go to your website, the thing is, the work is going to be different. And then I had this graphic that I shared, where it's like, on Twitter, for example, your tweet is relevant or has a shelf one of 18 minutes. Oh, okay.

J

Jessica Lauren 1:00:53

That works for 18 minutes. I know, I know.



Tamara Sykes 1:01:00

But it's true. Because even if they have like, again, I know all the platforms have had this, like new releases where they get like, you know, show you what is that sleeves



Jessica Lauren 1:01:07

and



Tamara Sykes 1:01:08

all that. And then now they highlight if you log in and be like what you missed? And yeah, I get I get it. The shelf life in a minute. Mm hmm. on Pinterest, it jumps to four months, who? And we already know, I know for a fact that I've seen posts from Snow Polo on Pinterest. I know Oh, I know. It's longer than that. But there's just you know, average, average average net worth based on trends and things like that. Right. So like format, and then you have a blog post or a website at least two years, at least, that your content is still relevant. Yeah. So it's just like, the question is, I like to think of digital marketing, just be holistic, there's nothing wrong with having a what we like to call active marketing. So like Instagram is active marketing, snapchats active marketing, like, it's a short term thing, right? Like, what's up, you got to keep repeating the same thing. And repeating is not bad. But like, cool, you can have that. But like what I think a lot of us are missing as small business owners. As content creators. We are missing the long term piece we are spending so much time on active marketing. So much time we're making the rules and making guides or making the videos, we are on Insta stories, you know, 9am 3pm 6pm nightly, we all this time on this and like, I'm sure it brings people current like I'm not gonna knock anybody's going on it. But I what I am really concerned about, I think, is that a lot of people are doing that. incompletely like not even hiring someone to do it for them. They're completely neglecting the long term part. So if something happens, like I've seen people have like, someone else creates an account like knocking them off. And then they're the one that happens. Yeah. Oh, great. Yeah, I mean, I last week. Oh, gosh. Yeah, actually had I actually so my initial my first account for my blog got had that happen. Are you serious? Yeah. So I think I was like at two k at the point. And then I had to start all over again. And I was like, I remembered I try to remember some people's names. I was trying to get into my back. Yeah, so like, that's why my Instagram account is the baby and girl because I got locked out of being shut down. Um, so it's just one of those things where it's just like, having experienced that having will, unfortunately for karma, karma, karma. Karma. Karma understands this whole, like, website SEO. Like she understands it, but it's like, the ROI of your website. Right. So I think when it comes to like, you just

J Jessica Lauren 1:03:53  
yeah, Maya came in the water. So if you hear stuff, it is a baby with us. And that is a okay.

T Tamara Sykes 1:04:03  
Pretty much. She's what she's like, I'm with mommy. But it definitely is just a matter of like, you don't own it. And like, unfortunately, what I've experienced it, learning that Carmen's experienced it. So it's just one of those things where it's just like making sure you have something that you own make sure you have a home that your your audience can come find you and that they always know you're there even if you're not actively using it like they can still

J Jessica Lauren 1:04:27  
find you at the

T Tamara Sykes 1:04:30  
go to, you know, no real jewelry or like thing. Yes, no, no,

J Jessica Lauren 1:04:36  
yep. Wow. She's a cutie. I'll keep you long that session was so needed you dropped so many gems. How can people stay in touch with you? How do they get into your mentorship program? Stop it.

T Tamara Sykes 1:04:55  
So, um, you can still find me on baby girl.com it will just naturally I'm still working on getting that link to next level presence which is my SEO brand but you can find me there and just tweet me I'll answer excuse me, and then you okay and then the other one if you want to just get directly to the SEO team, go to next level presidents.com and that's where you'll find me like once you go there you'll be able to get to my social media account if you want to get me quickly email me, I do have the SEO mentor program. So it's a one on one coaching program. And so I take you through like all aspects of SEO, how you can do it and just set you up for success basically, that's the whole goal of that program. But yeah, either website I'm gonna say websites because once you go there you see the social media that's what you do. That's cool. That's your home that's your home dot com and then you can also do next level presence COMM And you'll find me either way, either way.



Jessica Lauren 1:05:58

Well, thank you, Tamara. And my Yeah. Man, what an episode thank you so much for coming on, and just making Seo 10 times simpler than what we thought it was. I hope today's episode encourages you to go out and maybe updates new posts. If you're a business small business owner maybe to get on Google business or local search, maybe it will encourage you to start making content every Blue Moon just to get your marketing out there. SEO is our friend and it gets more money into our pockets, more eyes on our work. Get on Pinterest, everything that we talked about in today's episode is in the show notes, just go to the Sunday jumpstart.com and click on episode 111. Now, Samira broke a lot of stuff down. If you got confused with anything, be sure to contact her she's over on Instagram at the badian girl, you could go to our website, you can go to the next level presence to check out her SEO mentorship program. Just her tweets alone, her Twitter is at the baby and girl. Our tweets alone has helped me just really hone in on my SEO skills. It really does work for you when you aren't working or when you've already done the work. So I hope this inspires you. Listen, I will be back here this Wednesday with a quick tip. And then next Sunday we are gonna have Siobhan Sudbury come on and talk about building community. When we talk about content, you know, we leave it there but what's gonna wind up happening the more content you make you want get some fans, Honey, you're gonna get an audience and what we're talking about is like how to cultivate community with your new fan base and how to really give your audience some value your customers whoever the people that you serve, are. Alright guys, as always, I love you. I'm praying for you and rooting for you. You got this message. You got all these new tools. Do the dog all bang. Don't be scared. We are here to support you. And that's it. I'll see you here this Wednesday. All right. Bye.