



The No-BS Online Marketing Strategy:

How to Get Google & AI to Find, Rank & Recommend Your Business



What We're Covering Today

No fluff. No jargon. Just a practical, data-driven playbook you can start using this week. Here's how the next 60 minutes breaks down:

01

Google Search Console

Connect directly to how Google sees your website and stop guessing.

02

Keywords + Search Intent

Understand what your customers actually want when they search.

03

Blog Structure That Works

Build content that answers real questions and ranks in search.

04

Microsoft Clarity

Watch real visitor behavior and fix what's costing you conversions.

05

The No-BS Search Loop

Tie it all together into a repeatable system for local growth.

First: Get Google to Talk to You

Google Search Console

Google Search Console is your **direct line to how Google sees your website**, and it's completely free. It shows exactly how Google sees, crawls, and ranks your website.. That's a competitive advantage waiting to be claimed.



search.google.com/search-console/about

Search Queries

See the exact words people typed before landing on your site including searches you didn't know you ranked for.

Clicks & Impressions

Find out how many times your pages appeared in Google and how many people actually clicked through.

Average Position

See where you rank for each search query, and identify quick-win opportunities to move up.

Indexing Problems

Catch pages that Google can't crawl or index, issues that silently kill your visibility.

Why Use Google Search Console:

- Free direct visibility into real search queries driving your traffic
- Surfaces quick-win opportunities (e.g., positions 11-12, just off page one)
- Flags indexing problems that silently kill visibility

Keywords Aren't About Words.

They're About *Intent*.

Two searches can look almost identical on the surface but represent completely different needs, and different levels of buying readiness. High search volume doesn't mean high-quality traffic.

The goal isn't to get the most clicks. It's to get the *right* clicks.

✗ Too Broad – Low Intent

- **"roof repair"** Could be DIY research, general curiosity, or comparing companies. Hard to convert.
- **"air conditioner problems"** Someone learning about their AC, not necessarily ready to call anyone.
- **"executive coaching"** Could be beginning a search, researching what executive coaching is, comparing coaches, or simply exploring whether coaching could help. Hard to tell if they're ready to hire.
- **"I'm a life coach"** This isn't necessarily a client searching for coaching. It could be a coach looking for business advice, marketing help, clients, training, certification, or resources for their practice. The search intent is ambiguous and harder to convert directly into a coaching client.

✓ Targeted: High Intent

- **"emergency roof repair in Tampa FL"** This person needs a roofer right now. They're ready to call.
- **"AC blowing warm air Tampa FL repair"** Problem + service + location + urgency. That's a buyer.
- **"Should I hire an executive coach?"** or **"How do I become a better leader?"** This person has a specific problem or goal in mind and is actively evaluating coaching as a solution. They're further down the funnel than someone simply searching "executive coaching." **Potential buyer, but not necessarily ready to hire yet.**
- **"I'm a career coach helping women over 40 transition into leadership roles."** It's a coach describing their business and could be looking for marketing, positioning, lead generation, networking, or business-growth help. The specific niche provides useful context, but the statement itself shows **no direct intent to purchase coaching.**

Which Search Would You Rather Rank For?

Not all coaching keywords are created equal. Ranking #1 for a broad, low-intent keyword can drive thousands of visitors who are simply researching personal growth and never contact you. Ranking #5 for a high-intent coaching keyword can bring in a handful of people who are actively looking to hire a coach. Here's how to think about keyword value:

Search Query	Likely Intent	Business Value
life coach	Very broad and unclear	★
how to become a better leader	Informational	★★
executive coach for new CEO's	Commercial and comparing options	★★★★
how to find an executive coach	High purchase intent	★★★★★
career coach near me	High purchase intent + local	★★★★★

Understanding the **4 types of search intent** will change how you create every page on your site. Match the page to the intent, don't write a 2,000-word educational article when the searcher just wants to book an appointment.

Informational

"How do I become a better leader?"

Navigational

"Jane Smith executive coach"

Commercial

"Best executive coach for CEOs"

Transactional

"Hire an executive coach" / "career coach near me"

Stop Writing Simple Blogs

Start Building a Resource for Answers

BLOG STRUCTURE THAT WORKS

Most coaching blog posts fail because they're written like generic advice articles, not useful resources that answer the questions potential clients are actually asking.

Search engines, and your readers, reward pages that are **clearly organized, genuinely helpful, and built around a real problem or question**. Recommended word count of **1,500 words**. Complex or competitive topics to 2,000+ words.

Here's a reusable structure that works for almost any coaching topic:

1 H1: State the Problem Clearly

"Should I Hire an Executive Coach?"

Answer the question in the introduction. Tell readers what they'll learn and give them a useful answer up front.

Don't make someone read 1,500 words before they understand whether coaching could help them.

2 H2s: Break Down the Problem

The main sections of the page.

Each H2 should cover an important question or topic related to the main subject.

H3s: Address Specific Topics

Subsections under an H2. Use H3s to explain specific situations, challenges, examples, or details.

3 FAQ + CTA: Close the Loop

Add a Frequently Asked Questions section to capture more search queries, then end with a clear call to action.

Make it easy for a reader to become a customer.

No-BS Tip for FAQ:

Answer The Public
Google "People Also Ask"
AEO

Formula for buyer-ready searches: Problem + Service + Location + Urgency

Titles and Headers Are for People First, Google Second

Here's a mistake that kills credibility and hurts rankings: stuffing keywords into every heading to "signal" relevance to Google. **Headers exist to organize information for your reader.** When your structure is logical and useful, Google naturally understands the page better. That's the right order of priority.



www.monsterinsights.com/headline-analyzer/

Don't Do This — Keyword Stuffing

H2: What Does an Executive Coach Do?

H2: Who Can Benefit From Executive Coaching?

H2: How Much Does Executive Coaching Cost?

H2: How to Choose an Executive Coach in Tampa

This looks spammy to readers and is a red flag for Google. It repeats the same idea four times with no added value.

Each section should earn its place by providing new information.

Do This: Natural, Logical Structure

H1: Career Coaching for Women Over 40: A Guide to Your Next Leadership Move

H2: Common Challenges Women Face When Moving Into Leadership

H3: Building Confidence

H3: Positioning Your Experience

H2: What Happens in a Career Coaching Program?

H3: Navigating Workplace Bias

H3: Preparing for Executive-Level Roles

Each heading serves the reader. Google can map the topic relationships clearly. That's how you rank.

Images + SEO: Don't Ignore Your Pictures

Images aren't just there to make your website look good, they also help Google understand your content and can bring additional traffic through image search.

- **Use relevant images:** real photos of you, your coaching, workshops, etc. **High quality and Resized**
- **Name files descriptively:** executive-coach-tampa.jpg instead of: ❌ IMG_4837.jpg
filename gives search engines additional context about the image. **Remember somebody is typing this in a search**
- **Use helpful ALT text:** Executive coach working with a group of first-time CEOs
ALT text describes the image for people who use screen readers and provides context about the image.
- Drives **extra traffic** through image search
- **Compress images:** smaller files = faster website.
- **Match the image to the page:** image, filename, ALT text and surrounding content should support the same topic.

The



www.iloveimg.com/compress-image

No-BS Tip:

Use images to add context, and not to stuff keywords.

Let's Unconfuse the Alphabet Soup

SEO, AEO, and GEO: 3 ways of helping the right people find you online:

These are the ways search engines and AI bot interpret your content

SEO (Search Engine Optimization) helps Google understand your website so you can **get found and ranked** when people search

AEO (Answer Engine Optimization) focuses on clearly answering the questions your potential clients are asking so you can **become the answer**

GEO (Generative Engine Optimization) helps build your expertise, credibility, and online reputation so AI tools like ChatGPT can **understand who you are and potentially recommend you**

The No-BS version:

SEO = Get Found AEO = Get Answered GEO = Get Recommended

What is

SEO

AEO

GEO

...WTF

Stop Guessing. Watch What People Actually Do.

MICROSOFT CLARITY



Google Search Console tells you how people found you. **Microsoft Clarity** shows you what they did once they arrived.

It's a free behavioral analytics tool that records real visitor sessions and generates visual heatmaps of your pages, and will change how you think about your website.

 Microsoft | Clarity

clarity.microsoft.com/



Heatmaps

See exactly where visitors click, move, and scroll on every page. Spot what's getting attention, and what's being ignored.



Session Recordings

Watch real, anonymized recordings of visitor sessions. See exactly where people get confused, drop off, or lose interest.



Rage & Dead Clicks

Rage clicks mean frustration. Dead clicks mean broken expectations. Both signal something on your page needs to change.

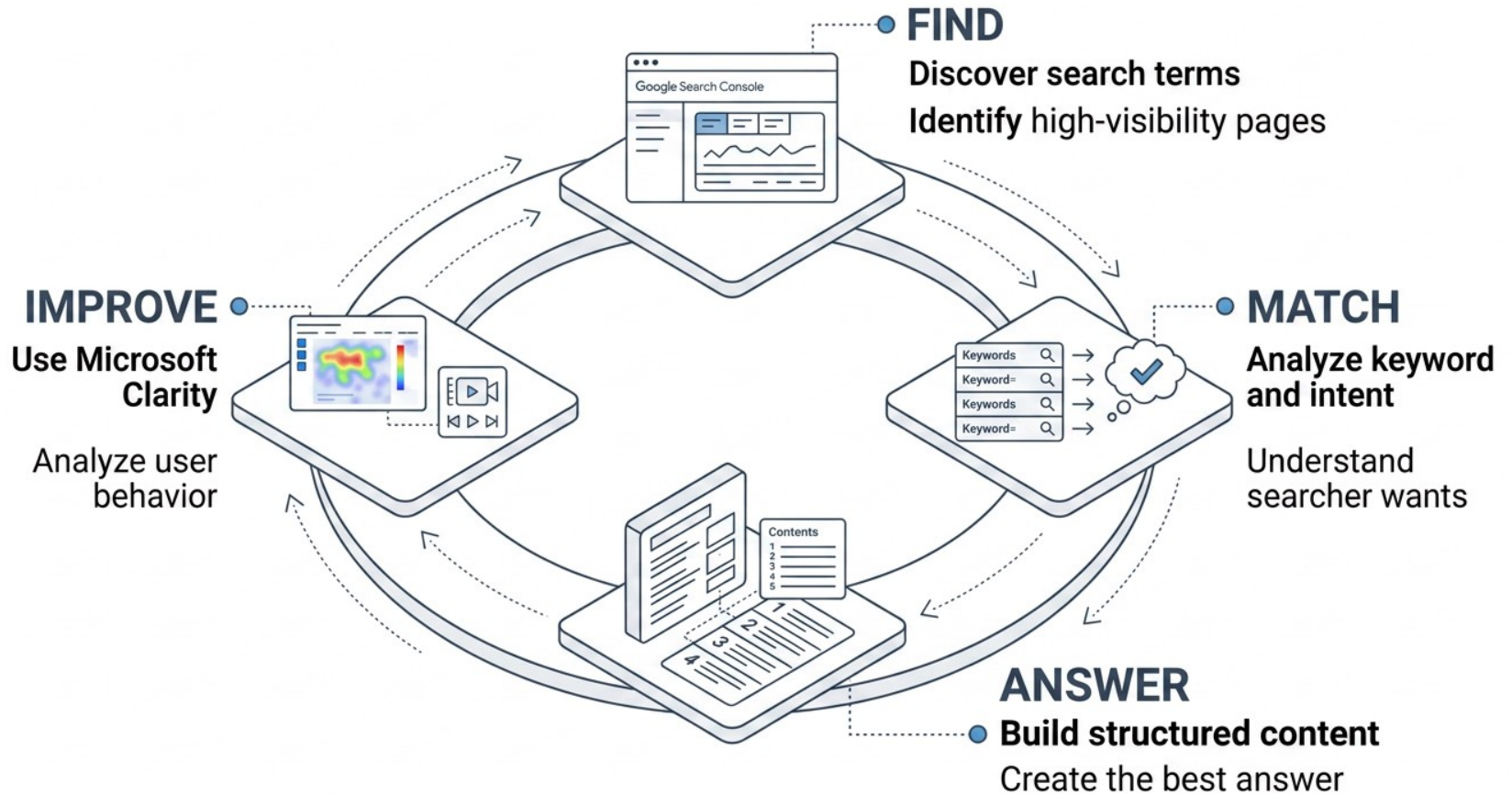


Scroll Depth

If 80% of visitors never scroll far enough to see your "Book Now" button, that's not an SEO problem — it's a design problem Clarity reveals.

The No-BS Search Loop

These four tools aren't separate tactics, they're one connected system. Each step feeds the next. Run the loop once, improve your results, then run it again. **This is how businesses build compounding search visibility over time.**



Use the data from Clarity to improve the page, then return to Search Console to measure the impact. Each cycle makes your content sharper, your pages more useful, and your rankings stronger.

Your Action Plan: Start This Week

You don't need a big budget or an agency to start winning in local search. You need the right data, the right structure, and the discipline to improve consistently. Here's where to begin:

Day 1 – Set Up Google Search Console

Verify your site if you haven't already.

Go to Performance → Search Results.

Write down your top 5 search queries and your average position for each.

Day 2 – Audit Your Keywords

For each of your core services, write out both a broad keyword and a local, high-intent long-tail version.

Focus your pages on the ones with clear buying intent.

Day 3 – Fix or Write One Piece of Content

Pick your most important service page or blog post.

Rewrite the headings using the logical structure from today's session.

Make sure it matches what the searcher actually wants.

Day 4 – Install Microsoft Clarity

It's free and takes 10 minutes to set up.

After a week of data, watch 5 session recordings on your highest-traffic page and note what surprises you.

☐ **Remember:** The goal isn't to be everywhere. It's to show up with the right answer at the right moment, and make it dead simple for a visitor to become a customer.