

KISI SEO for Coworking Checklist

- Develop buyer personas
 - Use KISI SEO Coworking Buyer Persona worksheet
- Keyword research
 - Conversation with community
 - Google suggested queries
 - Google related searches
 - Google AdWords Keyword Planner
- Develop target keyword list (3-7 target keywords)
- Write quality content
 - Pages written for users, NOT search engines
 - Don't deceive users
 - No tricks intended to deceive search engines
 - Think about what makes your organization unique and incorporate that into your content
- Build authority of website
 - Establish yourself as a thought leader
 - Perform outreach
 - Guest posts
 - Press coverage
 - Directories
 - Make content shareable

kISI SEO Coworking Buyer Persona Worksheet

	Persona #1 Name:	Persona #2 Name:
Background What kind of job? Industry? Education? Career history?		
Demographics Age? Gender? Marital status? Family?		
Goals Grow business? Flexible schedule? Temporary solution? Community/networking?		
Challenges Loneliness? High rent? No networking opportunities? Need to move fast?		
Objections Price? Scalability? Flexibility?		