

BOOTCAMP WEEK THREE HANDOUT

Spreading Your Reach - Magic Page

Install Plugin

1. Upload the plugin

Setup

1. Add API Key
2. Choose Location Database or Upload Your Own
 - a. The location Databases can be accessed from the top right-hand side of the setting page in Magic Page Plugin
3. Add A Magic Page
4. Set Your Central Location
 - a. This is the central location of your business
5. Add Default Radius
 - a. Keep under 100 pages initially
6. Add URL Structure
 - a. Use Keywords in the URL Structure
 - b. Do not have the same keyword twice in the complete URL (stuffing)
7. Google Map API Key if using Google Maps
 - a. Demo video URL
https://youtu.be/OrULj7prdwM?list=PLlpg4D0YNb4Vpj5m2t_7OHvaR4flS5Cf5
8. Elementor Fix - Ensure is on if using Elementor
 - a. This is located on the Magic Page setting page

Add Page Content

1. Schema – Magic Page Plugin
 - a. Under the magic page select basic schema
 - b. Choose the business that closest matches yours
 - c. Edit the data where necessary
2. Meta – Title, Description
 - a. Bottom of the Magic Page
 - b. Meta Title is a ranking factor so should contain keyword
 - c. Meta Description is not a ranking factor but more your first sales opportunity
 - d. The meta title and description causes people to take action and CTR is better if this works
3. Images – Alt Tags, Title Tags, Size, Meta Data
4. Headings – H1, H2, H3, H4
5. Keyword Density – SEO Quake Toolbar, POP
6. Content-Length
 - a. Long content
7. Internal Linking
 - a. Cities shortcode
8. Authority Linking
 - a. Wikipedia
 - b. Associations
 - c. Governing Bodies

9. Text Emphasis
 - a. Bold
 - b. Italic
 - c. Underlined
10. Add a cities shortcode to other pages on your site for internal linking

Magic Page Short codes

1. [location]
2. [slug]
3. [county]
4. [region]
5. [zip]
6. [country]
7. [country_iso]
8. [latitude]
9. [longitude]
10. [site_title]
11. [site_url]
12. [seo_image_url]
13. [cities]