

Free Download

The Complete SEO Playbook For Personal Brands



Extraordinary Brands

HOME OF THE FAME MACHINE

The Complete SEO Playbook For Personal Brands

Why This Playbook Exists

The search landscape has permanently changed. Your customers aren't just using Google anymore... they're searching on TikTok, YouTube, LinkedIn, and even asking AI tools like ChatGPT for recommendations.

This playbook gives you the exact system to:

- ✓ Show up everywhere your customers search (not just Google)
- ✓ Build unshakeable authority through strategic content dominance
- ✓ Turn organic visibility into consistent revenue
- ✓ Position yourself as THE go-to expert in your space

This is the battle-tested framework I use with my clients who generate 6 and 7-figure personal brands.

How to Use This Playbook: Work through each section sequentially. Complete the worksheets. Implement immediately.

This is your roadmap to Authority Domination.

The Omnichannel SEO Audit

Where You Stand Today

For each platform, rate your current presence (0-10) then select your top 3-5 platforms where your ideal clients are actually spending time.

Platform	Actively Posting?	Current Presence (0-10)	Ideal Audience (Select 3-5)
TikTok	<input type="checkbox"/>		<input type="checkbox"/>
Facebook	<input type="checkbox"/>		<input type="checkbox"/>
YouTube	<input type="checkbox"/>		<input type="checkbox"/>
YT Shorts	<input type="checkbox"/>		<input type="checkbox"/>
LinkedIn	<input type="checkbox"/>		<input type="checkbox"/>
Instagram	<input type="checkbox"/>		<input type="checkbox"/>
Google/Blog	<input type="checkbox"/>		<input type="checkbox"/>
Reddit	<input type="checkbox"/>		<input type="checkbox"/>
AI Tools	<input type="checkbox"/>		<input type="checkbox"/>
Podcasts	<input type="checkbox"/>		<input type="checkbox"/>

The E-E-A-T Authority Assessment

How Search Engines & AI Evaluate You

EXPERIENCE (Do you showcase lived experience?)

- ☐ I share specific client results and case studies
- ☐ I tell stories from my own journey solving these problems
- ☐ I create content based on real situations I've encountered
- ☐ I document my process and behind-the-scenes insights

EXPERTISE (Do you demonstrate systematic knowledge?)

- ☐ I have clear frameworks and methodologies
- ☐ I break down complex topics into actionable steps
- ☐ I cite data, research, and credible sources
- ☐ I create in-depth content (not just surface-level tips)

AUTHORITY (Are you recognized in your space?)

- ☐ Other experts cite or reference my work
- ☐ I have media mentions, speaking engagements, or features
- ☐ I have meaningful social proof (testimonials, reviews, followers)
- ☐ My content gets shared by others in my industry

TRUST (Is my message consistent everywhere?)

- ☐ My bio/description is identical across all platforms
- ☐ My visual brand is consistent (photos, colors, style)
- ☐ My core message doesn't change platform to platform
- ☐ People know what I stand for and what I help with

Scoring:

- 12-16 checks: Strong E-E-A-T foundation
- 8-11 checks: Good foundation, room to strengthen
- 4-7 checks: Needs significant work
- 0-3 checks: Start here first before anything else

The 5-Step Omnichannel Framework

STEP 1 - Map Your Audience & Platform Intent

Where Does Your Audience Search?

Platform	Intent Type	Best Content For
TikTok	Entertainment-led discovery	Quick hooks, pattern interrupts, viral concepts
YouTube	Deep research & learning	Long-form tutorials, case studies, methodology
LinkedIn	Professional trust-building	Thought leadership, insights, frameworks
Instagram	Visual inspiration & quick wins	Behind-the-scenes, results, transformations
Google/Blog	Problem-solution research	Comprehensive guides, step-by-step processes
Reddit	Raw opinions & peer validation	Honest takes, community engagement
AI Tools	Direct answer seeking	FAQ content, structured data, authoritative info

The 5-Step Omnichannel Framework

STEP 2 - Entity Optimization Blueprint

Get Your Story Straight Across Every Platform - Your Core Identity (Must Be Identical Everywhere).

Business/Brand Name:

One-Sentence Description (What You Do):

Who You Help:

The Problem You Solve:

Why You're Different (Your Unique Angle):

Your 3-5 Content Pillars (Topics You Own):

1.

2.

3.

4.

5.

Entity Connection Checklist

Complete These For Maximum AI & Search Visibility:

Personal Entity:

- ☐ Consistent name across all platforms
- ☐ Professional headshot (same photo everywhere)
- ☐ Bio/About sections match core identity (from previous page)
- ☐ Link to your main website in every profile

Business Entity:

- ☐ Google Business Profile claimed and optimized
- ☐ Company LinkedIn page created and active
- ☐ Consistent NAP (Name, Address, Phone) if applicable
- ☐ Schema markup on website (Organization, Person)

Content Entities:

- ☐ Services/offerings clearly defined on website
- ☐ Each service has its own dedicated page
- ☐ Products listed on relevant marketplaces (if applicable)
- ☐ Signature frameworks/methodologies named and defined

Connection Points:

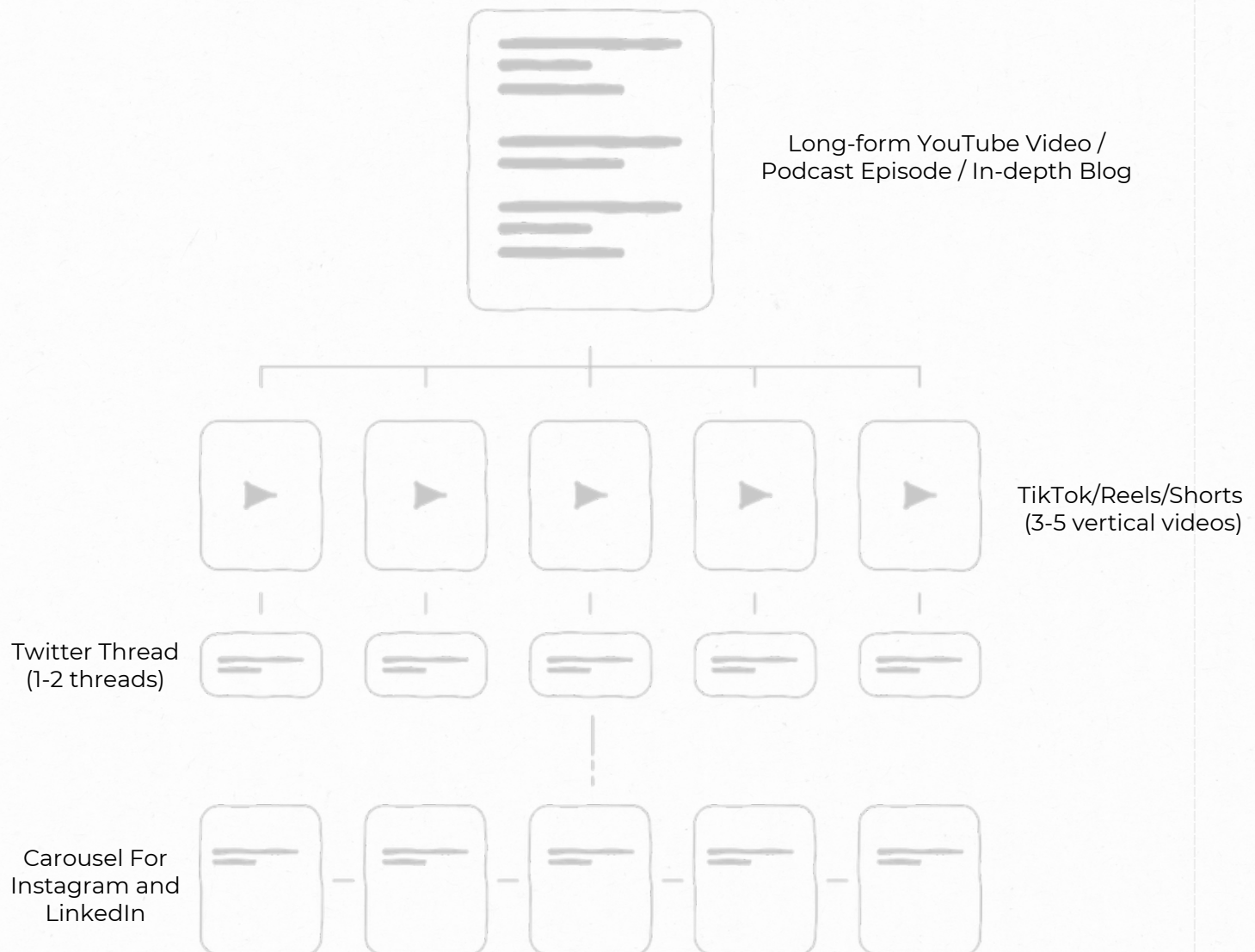
- ☐ Personal profile links to business
- ☐ Business profile links back to personal
- ☐ Content links between related topics
- ☐ Author bio on every blog post linking to profile

The 5-Step Omnichannel Framework

STEP 3 - Content Ecosystem Builder

Start with a pillar piece - a long-form YouTube video, podcast, or in-depth blog.

From that pillar, slice and adapt for each platform. Gary Vaynerchuk's content repurposing framework is perfect for this. One long-form video becomes several vertical shorts, LinkedIn carousels, blog posts, and social media content - all designed to feel native to each platform while reinforcing your authority.



The 5-Step Omnichannel Framework

STEP 4 - Technical Foundation Checklist

The Behind-the-Scenes Systems That Make Everything Work

Website Optimization:

- ☐ Site loads in under 3 seconds (mobile & desktop)
- ☐ Mobile-responsive design
- ☐ SSL certificate installed (https://)
- ☐ XML sitemap submitted to Google Search Console
- ☐ FAQ schema markup added to key pages
- ☐ Organization/Person schema on About page
- ☐ Clear site structure with logical navigation

Content Optimization:

- ☐ Every blog post has clear H1, H2, H3 structure
- ☐ Target keyword in first 100 words
- ☐ Internal links to 2-3 related posts
- ☐ External links to 1-2 authoritative sources
- ☐ Images optimized and compressed
- ☐ Alt text on every image
- ☐ Meta descriptions on every page (150-160 characters)

Engagement Systems:

- ☐ Social sharing buttons on content
- ☐ Email capture on every pillar page
- ☐ Review/testimonial collection system

The 5-Step Omnichannel Framework

STEP 5 - Tracking & Optimization Dashboard

Metric	Platform	Current	Goal
Total reach/impressions	All		
Profile visits	All		
Follower growth	All		
Engagement rate	Social		
Website traffic	Google Analytics		
Search Ranking	Google Search Console		
AI visibility mentions	ChatGPT or Perplexity		
Lead captures	Email/CRM		

The 5-Step Omnichannel Framework

STEP 5 - Tracking & Optimization Dashboard

Tools to Use:

- Google Analytics and Google Search Console (website traffic)
- Platform native analytics (each social platform)
- Social Blade (competitor tracking)
- Answer The Public (trending questions)
- Ubersuggest or SEMrush (keyword tracking)

Monthly Review Questions:

- Which content got the most engagement? Why?
- Which platform drove the most qualified leads?
- What topics resonated most with my audience?
- Where am I showing up in search/AI results?
- What should I double down on next month?

The Authority Domination Method

How to Own Entire Topics, Not Just Keywords

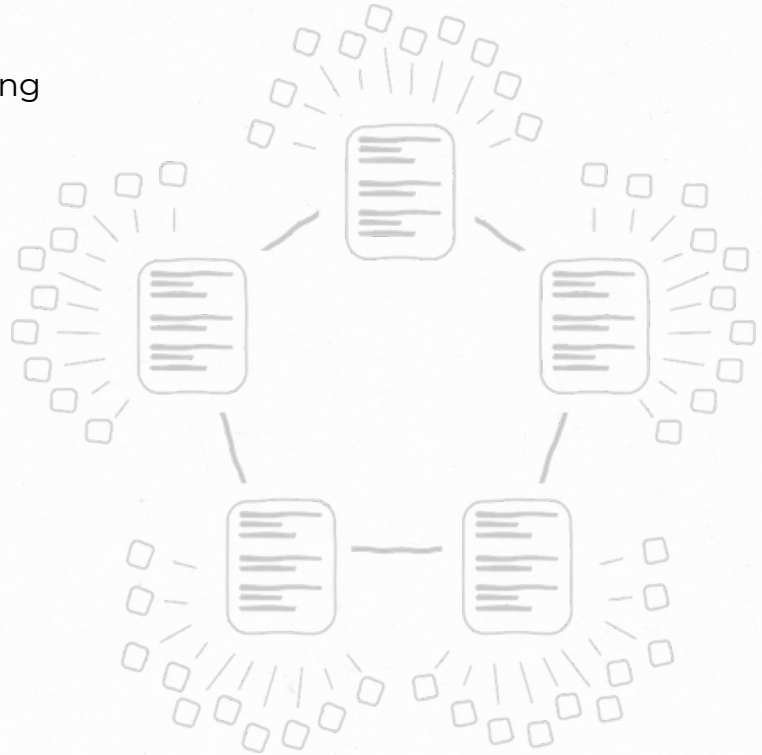
The Authority Domination

Philosophy: Traditional SEO = Chasing individual keywords

Authority Domination = Owning entire topics through strategic content clusters

The System:

- Choose 3-4 PILLAR topics you want to dominate
- Create 8-12 CLUSTER posts around each pillar
- Interconnect everything strategically
- Build a content fortress that positions you as THE expert



Why This Works: Search engines reward topical authority over isolated posts.

Visitors stay longer and consume more content (trust building).

AI tools pull from comprehensive sources.

You become uncopiable because of depth + breadth.

The Authority Domination Method

Your Pillar Selection Worksheet

Choosing Your Content Pillars - Pillar Selection Criteria:

A good pillar topic should:

- Align with your core expertise
- Solve a major problem for your audience
- Have 8-12+ subtopics you can create content around
- Relate to your paid offers/services
- Have search demand (use Answer The Public to verify)

Pillar 1: _____

Related to my expertise: ☐ Yes
Major audience problem: ☐ Yes

8-12+ subtopics available: ☐ Yes
Connects to my offer: ☐ Yes

Pillar 2: _____

Related to my expertise: ☐ Yes
Major audience problem: ☐ Yes

8-12+ subtopics available: ☐ Yes
Connects to my offer: ☐ Yes

Pillar 3: _____

Related to my expertise: ☐ Yes
Major audience problem: ☐ Yes

8-12+ subtopics available: ☐ Yes
Connects to my offer: ☐ Yes

Pillar 4: _____

Related to my expertise: ☐ Yes
Major audience problem: ☐ Yes

8-12+ subtopics available: ☐ Yes
Connects to my offer: ☐ Yes

Pillar 5: _____

Related to my expertise: ☐ Yes
Major audience problem: ☐ Yes

8-12+ subtopics available: ☐ Yes
Connects to my offer: ☐ Yes

Building Your Content Clusters

Example: If Pillar = "Scaling a Coaching Business"

Cluster posts might include:

- How to scale a coaching business without burnout
- Delegation frameworks for coaches
- Systems that 7-figure coaching businesses use
- Hiring your first team member as a coach
- Scaling mistakes that kill coaching businesses
- From 1-on-1 to group programs: A scaling roadmap
- Revenue optimization for coaching businesses
- Client acquisition systems that scale
- And 4 more...

Cluster Content Requirements Checklist

Linking Structure:

- ☐ Link to pillar page (2-3 times minimum)
- ☐ Link to 2-3 other related cluster posts
- ☐ Link to relevant service/offer page (1 time)

Content Quality:

- ☐ Target ONE specific long-tail keyword per post
- ☐ Actionable content (not just theory)
- ☐ Include real examples or case studies
- ☐ Add images, screenshots, or visuals
- ☐ 1,500-2,500 words minimum
- ☐ Clear H1, H2, H3 structure
- ☐ FAQ section at bottom (3-5 questions)

SEO Elements:

- ☐ Target keyword in first 100 words
- ☐ Keyword in H1 and at least one H2
- ☐ Meta description optimized (150-160 chars)
- ☐ URL slug contains target keyword
- ☐ Alt text on images

Cluster Content Requirements Checklist (Cont.)

Conversion Elements:

- ☐ Lead magnet offer relevant to topic
- ☐ Clear CTA to book call/buy product/join program
- ☐ Author bio with link to main site
- ☐ Email capture somewhere on page

Repeat this for each pillar!

Your Implementation Roadmap

Your 90-Day Authority Domination Plan

Month 1: Foundation

Week

01

Week 1 - Personal Brand Foundations

- ☐ Complete all worksheets in this playbook
- ☐ Audit current presence across platforms
- ☐ Standardize your **core identity** and **messaging** for your brand

Week

02

Week 2 - Set Up

- ☐ Choose the **top 3-5 platforms** to focus on
- ☐ **Optimize all profiles** with consistent branding
- ☐ Set up tracking systems and website (analytics, etc.)

Week

03

Week 3

- ☐ Select your **3-5 pillar topics**
- ☐ Brainstorm **8-12 cluster ideas** per pillar
- ☐ Create content production schedule

Week

04

Week 4

- ☐ Create your **first pillar piece** of content
- ☐ **Publish** across primary platforms
- ☐ Begin repurposing into platform-specific formats



Your Implementation Roadmap

Your 90-Day Authority Domination Plan

Month 2: Content Domination

Week
05

Week 5-6 - Create and Publish

- ☐ **Create and publish** 4 cluster posts for Pillar #1
- ☐ Ensure proper internal linking structure
- ☐ Repurpose each into social content

Week
07

Week 7-8 - Set Up

- ☐ **Create and publish** 4 more cluster posts for Pillar #1
- ☐ Begin Pillar #2 content creation
- ☐ Track which content gets the most engagement

Month 3: Optimization & Expansion

Week
09

Week 9-10 - Create and Publish

- ☐ **Complete Pillar #2** cluster content (8-12 posts)
- ☐ Review analytics and double down on what's working
- ☐ Begin outreach for backlinks and collaboration

Week
11

Week 11-12 - Set Up

- ☐ **Start Pillar #3 content**
- ☐ Refresh and update top-performing content
- ☐ Document what's working for systematic scaling

Content Batching System

The Batch Production Method:

Frequency

- Choose your batch frequency (weekly or monthly)

Preparation (30 minutes):

- Choose your **pillar topic** for the week/month
- Select cluster topics to create content around
 - 1 cluster topic for weekly
 - 4 cluster topics for monthly
- Outline key points for each topic

Production (1 hour for weekly or 3-4 hours for monthly):

- Record long-form videos/podcasts
 - 1 long-form video/podcast for weekly
 - 4 long-form videos/podcast for monthly
- Use the same setup, minimize transitions
- Aim for 15-30 minutes each

Repurposing (2-3 hours, can be delegated):

- Extract 5-7 short clips from each long-form piece
 - *Recommendation: Record 5-7 short clips separately after recording (using the same topic from the long form video) specifically for shorts rather than just clipping the long form video*
- Transcribe and turn into blog posts
- Create tweets, quote graphics, and carousel posts
- Write platform-specific captions

Result:

- 4 pillar videos/podcasts
- 20-28 short-form videos
- 4 blog posts
- 20+ social media posts
- = 30+ days of content from one production day

Bonus Section

Resources and Tools

Recommended Tools by Category:

Content Research:

- Answer The Public (trending questions)
- Exploding Topics (emerging trends)
- Google Trends (search interest over time)

SEO & Analytics:

- Google Analytics (website tracking)
- Google Search Console (search performance)
- Ubersuggest or SEMrush (keyword research)

SEO Plugins

- WordPress (Website and blog)
- SureRank (SEO plugin)
- Ahrefs (if you're serious about SEO)

Content Creation:

- Descript (video/audio editing)
- Canva (graphics and thumbnails)
- ChatGPT (brainstorming and outlines)

Platform Management:

- Buffer or Later (social scheduling)
- VidIQ (YouTube optimization)
- Notion (content planning)

Competitor Research:

- Social Blade (growth tracking)
- Twemex (Twitter analytics)
- Taplio (LinkedIn analytics)