

Search Engine Optimization (SEO)



What is SEO?

Search Engine Optimization (SEO) helps your brand show up in your target audience's search results. Ultimately, SEO is about people – it's about learning the language they use to find your business (or businesses similar to yours). Search engines like Google and Bing drive the majority of online traffic – so making sure your business shows up near the top of search results will help more users discover your products and services.

How do I create an SEO strategy?

An effective strategy is about planning, outlining, and implementing improvements designed to take your search engine rankings to the next level – and it doesn't need to be complicated.

Below are some simple ways you can help build a strong SEO strategy for your website to ensure your website is well-positioned to get those sought-after organic clicks.

Performance review: You can't improve your site if you don't know what to improve on, so take stock in your current SEO performance to better understand a starting point.

Look at the market: If you want to improve your SEO and your search engine ranking, look at your competitors and see where they have had success, and where they haven't.

Know your keywords: Everything in SEO revolves around one thing: keywords. Step inside the mind of your target audience and understand how they are searching for your goods or services. Identifying the main keywords your target audience is using will help you stand out amongst your competitors.

Make your content engaging: You want to have a website with content that is engaging and of interest to your target audience. And within the compelling content of your website, you should be using your keywords.

What are the benefits of SEO?

The benefits of SEO can have a long-lasting positive impact on your business and at the fraction of the costs of paid advertising. By optimizing your website to deliver information more effectively to search engines, your content will rank higher within search results. SEO is about understanding how search engines interpret and present your content to your target audience.

By implementing an SEO strategy, there is potential for a significant impact on your most important goals as a business, like improving your reputation, and your overall sales. Below are some reasons why the optimization of your website has benefits.



It's all about quality traffic

By making your website more customer-centric, you make it easier for your audience to find you when they search for your products or services.



A big impact for fewer dollars

Once you've made the initial investment to ensure search engines are directing users to your site, there is no ongoing cost, like there would be with paid advertising.



SEO gets more clicks

More than two-thirds of search engine users will click on an organic result over a pay-per-click advertisement – and it's always above! Rather than pay to be at the top, you can build trust with users by being the top organic result.



Higher close rates

SEO has a higher conversion rate than outbound marketing tools like advertising (print, radio, TV), or e-mail blasts, for example. When you let the customer find you, the results are far more positive.

Helpful Tips & Tricks

Use an SEO checklist

Optimizing certain parts of your webpage will help boost your rankings. Focus on things like page title, meta description, header tags, and the URL to let search engines know your content aligns with relevant keyword searches.

Have a user-centric website

Build a website with your end-user in mind. The longer your user stays on your website, the better your ranking with the algorithm. We want to make the experience as seamless and easy as possible for all users.

Get others to share your content

Having other pages link to yours will help improve your authority and trustworthiness. Search engines will reward websites for this, especially if they are linked from high authority resources.

Use the Cluster Model

Link within your site to give the user more relevant content to look at. This can help increase your search engine visibility.

Additional Resources

[Complete Beginner's Guide to Search Engine Optimization](#)
(WordStream)

[The Beginners Guide to SEO](#)
(Moz)

[SEO Starter Guide](#)
(Google)

[How to Create an SEO Strategy in 2021](#)
(Hubspot)

[How to Create an Effective SEO Strategy](#)
(Semrush)

