

WHAT IS SEO?

SEO is the process of optimizing your website's content with carefully selected keywords and phrases. The goal is to improve your website's SERP (search engine results page) ranking, taking it to the first page of results, and in some cases, even making it the very first entry.

In search results Google™ displays links to pages it considers relevant and authoritative. Authority is mostly measured by analyzing the number and quality of links from other web pages.

In simple terms, your web pages have the potential to rank in Google™ so long as other web pages link to them.



ORGANIC SEO

Organic SEO (search engine optimization) is the phrase used to describe processes to obtain a natural placement on organic search engine results pages (SERPs).

Some examples of techniques used for organic SEO include using keywords and keyword analysis, backlinking, link building to improve link popularity, and writing content relevant for human readers.

When determining SERP rankings, search engines look at both on-site and off-site factors. On-site refers to facets of webpage design that include internal content links, on-page content and title tags. Off-site factors include backlinks from blogs, product or service reviews, social media profiles, and citations on other, unaffiliated websites such as online directory listings.

Search engine results are based on mathematical algorithms that balance and compare the qualities of competing sites. These formulas determine how well a site ranks based on the relevancy of keywords and phrases that has been entered. The aim of SEO is to make your website appear as the best search match and bring potential clients to your website. The result of this is increased leads, conversions and sales.

SEO IN ACTION

Search engines are continually refining their algorithms. These updates, designed to improve the user experience, make optimization a continual process of refinement. However, the basic principles remain the same:

ON-SITE

- **Website structure and sitemap – a cohesive structure will enable search engine bots to crawl your site accurately and effectively.**
- **On-page content – optimized and keyword-rich content, featuring relevant and accurate information.**
- **Internal content links – a sufficient number of internally linked pages to give credibility and authority to your website.**
- **Title tags – comprehensive and relevant title tags, enriched with relevant keywords.**
- **Canonicalization – ensuring bots are able to read the website as intended and without errors.**

OFF - SITE

- **Website structure and sitemap – a cohesive structure will enable search engine bots to crawl your site accurately and effectively.**
- **Backlinks – high quality backlinks to direct users from external sites and give your website credibility.**
- **Social media – an active social media presence to enhance your business's authority.**
- **Off-site citations – references to your website, which are not backlinks, such as directory listings.**

THE CHANGING FACE OF SEARCH MARKETING

An effective SEO strategy requires using the right techniques, however certain aspects are out of your control. Search engines make a huge number of adjustments to their algorithms every year and take into account hundreds of considerations when crawling a site. This makes SEO a dynamic process and one that needs continual tweaking and refinement to ensure continued success.

RESEARCHING KEYWORDS

Choosing the right keywords and phrases is critically important. These need to be relevant to your business, but also chosen to generate plenty of website traffic, and therefore more sales and a better ROI.

Every day, 25% of all search terms are new, making it essential to carry out thorough research and discover which terms are generating the most traffic. A common tactic is to create keyword clusters based around core phrases. For example, window cleaning will be surrounded by related phrases such as professional window cleaning, window cleaning company and window cleaning Melbourne.

CREATIVE COPY AND DIGITAL CONTENT

Your website content needs to be relevant to your business, informative to your visitors and rich with optimized keywords. Core key phrases are inserted into the content on your home page, while additional phrases and content are matched to specific internal pages. New pages may also be created for useful key phrases, increasing the amount of available content for the search engine bots to crawl.

CODING

Out of user sight, but not out of mind for the search engine bots. It is important that the back end of a website is treated with the same diligence as the front end. Pages need to be indexed correctly and canonicalization issues rectified. The sitemap needs to be structured logically and easy to understand, as it acts like a series of road signs and directs the search engine bots around your website. This attention to detail will ensure a search engine can read the details of your site effectively and efficiently, improving its ranking.

BACKLINKS

Backlinks are important for giving your website authority. If a search engine sees your site is being talked about, it considers it relevant, informative and worth visiting. These distinctions are vital to put the site high in the SERP rankings.



THE QUALITY OF YOUR WEBSITE'S BACKLINKS IS VITAL AND THEY MUST BE:

- On reputable and authoritative sites
- On sites that are industry relevant
- Inserted using natural anchor text – i.e. 'click here' rather than 'window cleaner Melbourne'

WE USE WHITE HAT METHOD SEO (SEARCH ENGINE OPTIMIZATION)

WHAT IS WHITE HAT METHOD?

In search engine optimization (SEO) terminology, white hat SEO refers to the usage of optimization strategies, techniques and tactics that focus on a human audience opposed to search engines and completely follows search engine rules and policies.

For example, a website that is optimized for search engines, yet focuses on relevancy and organic ranking is considered to be optimized using White Hat SEO practices. Some examples of White Hat SEO techniques include using keywords and keyword analysis, back linking, link building to improve link popularity, and writing content for human readers.

White Hat SEO is more frequently used by those who intend to make a long-term investment on their website. Also called *Ethical SEO*.

SOCIAL MEDIA

SOCIAL MEDIA IS ANOTHER VITAL ASPECT OF SEO

Related and active profiles on Twitter, LinkedIn, Facebook and other social networks will ensure search engines view your website as up-to-date and dynamic. This in turn boosts relevancy and authority, which will improve its SERP ranking.

OFF-SITE CITATIONS

Mentions of your website and business on sites not affiliated with yours are also an important factor to consider for improved rankings. These are generally directory listings on sites such as TrueLocal, Yelp and many others, which often include your physical address and phone number. These are useful for Google Maps and location-based search results, and again, helping to improve your website's SERP ranking.

SEO GETS RESULTS

While an involved process, the advantages of a well-designed and implemented SEO campaign are undeniable. Executed effectively, SEO will boost SERP rankings, which will increase website traffic, lead generation and sales.

Research shows that most people don't go past the first page of search results. By placing a website at the top of the SERP rankings, potential clients will not need to click to the second, third or even fourth page to find your business.

GET STARTED

A decade ago SEO was virtually non-existent. Today, search engine optimization is a crucial tool for businesses of every size.

Contact Marca Creatives today and we can discuss how a targeted SEO campaign will help boost your business.

A SUCCESSFUL ONLINE MARKETING CAMPAIGN WILL RESULT IN A BRILLIANT ROI.

By simply having high quality SEO, a business is utilizing one of the most cost effective and important aspects of maintaining a useful web presence, one which will benefit your brand awareness and bottom line.