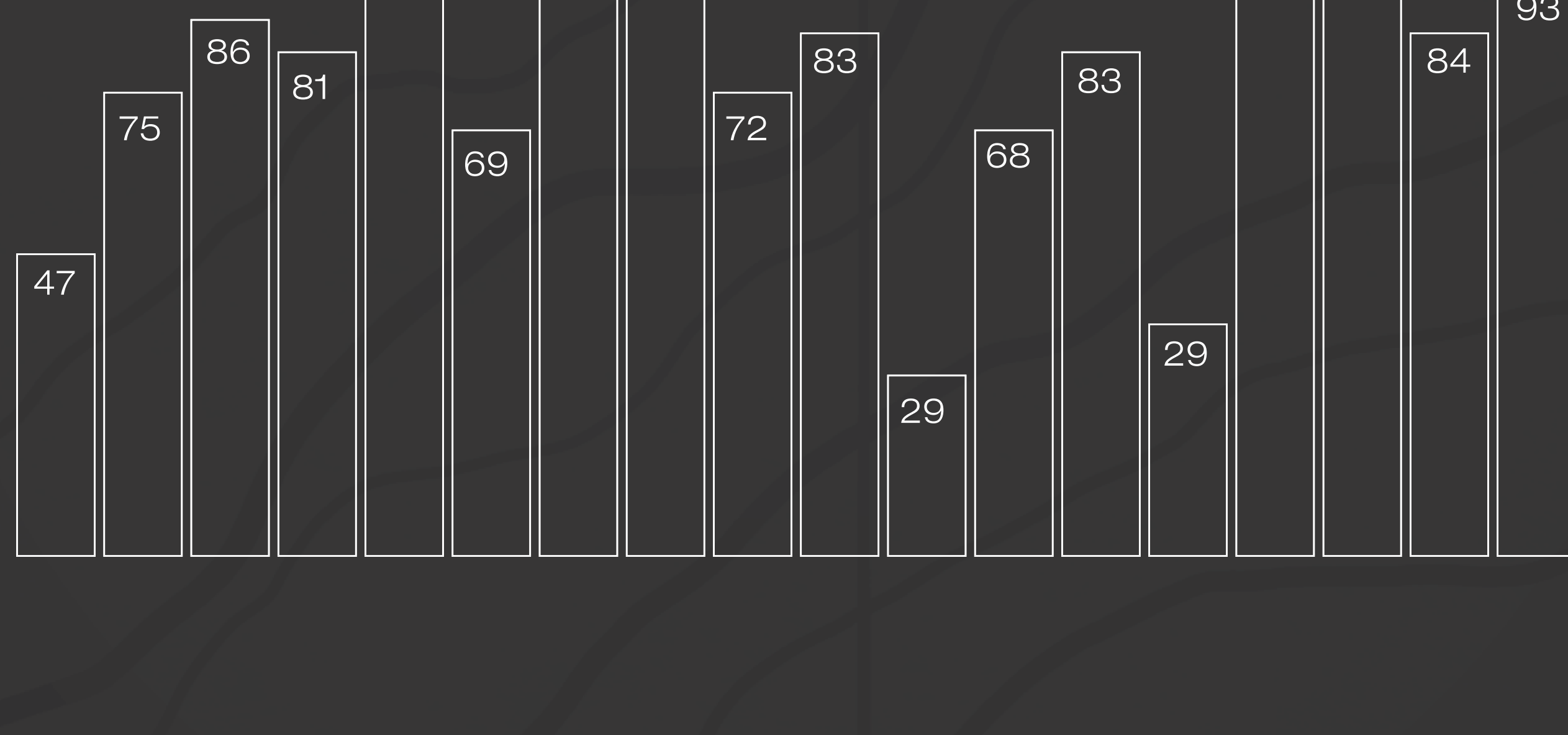


# THE BASIC GUIDE TO SEO IN 2015



http://www.

Search



## KEYWORD RESEARCH

- 90% of a campaign's success is built on in-depth keyword research
- Keywords are the terms & phrases your customers use when searching for your product
- Using keyword data drives traffic to your site ensuring users land on the content most likely to answer their query



## PLANNING YOUR CAMPAIGN

- Keyword research should form the building blocks of your SEO campaign
- To thrive online your keyword research needs to both form & inform your SEO strategy
- We call this "roadmapping" & it's about discovering what's setting you apart from your competitors
- Focus on your destination - the key service areas you want to generate more business from - this will keep your content schedule concentrated



## ON-PAGE SEO

- Search engine ranking is mostly dictated by what's on your website pages
- SEO is used to Interrupt, Engage, Educate & Offer, turning visitors into customers
- Creating compelling, engaging, useful content for your website that visitors want to read is fundamental to more traffic & better conversions
- This content is optimised for search engines to find it and includes links, which build your website authority in the eyes of Google



## LINKING TO OTHER INDUSTRY SITES

- To increase your rankings in Google, link-building merges with positive PR strategies
- This involves building & managing relationships with key industry influencers who can share the word on your business
- The more backlinks you have from other relevant authority sites, the more credible you are in Google



## ONGOING REPORTING AND ANALYTICS

- While quality analytics takes time, it can significantly increase your returns
- Looking at traffic statistics to see where you sit in the online space lets you gauge the ROI on your SEO strategy
- Analysing traffic patterns to determine what's working and not means making changes with real results
- Regular reporting helps you see how SEO campaigns are actively growing your business while gathering more data for future development strategy

