

SEO is the process of improving the visibility of your website in search engines to receive qualified traffic and conversions from your target audience. The result of this means your website can achieve a higher ranking in search results. The topic of SEO is vast, from the On-Page and Off-Page elements and can seem complicated. However at its core, SEO is about ensuring your website is easily understood by search engines and easily found by your customers.

Top Tips



- 1. Write down your goals** - Why are you doing this? Why do you want people to find your website?
- 2. Research your targeted keywords** - Use tools like Google Adwords Keyword Planner, Wordtracker and SEMRush to identify search volume and competitiveness of these terms.
- 3. Analyse the current Search Engine Results Pages (SERPs) for your keywords** -Who is ranking? What are they doing effectively and ineffectively?
- 4. Create a list of your competitors** - Use the information from the previous step to create a list of competitors. This will allow you to delve into deep analysis about why these companies are ranking.

Do ✓

Understand your audience - Who are they? Where are they? What are they interested in?

Conduct effective keyword research - Make sure you are targeting relevant keywords that your target audience are using and use these within the title and meta-description tags.

Create high quality, in-depth content - Search engines are intelligent enough to recognise the difference between high quality content and thin, poorly researched content.

Competitor research - No matter how good your SEO strategy is, you're competing against others within the same space. Understand who they are and what approach they're taking.

Don't ✗

Submit your website URL to search engines - Search engine crawlers are intelligent enough to automatically find and index your website.

Target overly general keywords - Targeting broad keywords such as "Digital Marketing" and "Marketing" wouldn't be advised due to how difficult it can be to rank for broad terms such as these. You need to optimise for relevant, specific keywords that will bring targeted traffic.

"Stuff" keywords in your meta tags, alt tags, etc - This is an old school tactic which is heavily frowned upon by search engines nowadays & will damage your ranking.

Duplicate title tags - You should be targeting different keywords on each page to avoid keyword cannibalisation.

Use keyword rankings as the only measure of success - They can fluctuate constantly throughout the day depending on location and device.

"SEO garners active investment, and supports an industry of professionals, because it prove-ably drives high volumes of extremely valuable traffic"

Rand Fishkin