



SEO Strategy

Background



The meaning of SEO (Search Engine Optimization) is the process of making changes to your website design and content in order to help it appear / rank higher in the search engine results.

By optimizing your website for the search engines, you can increase your visibility in the organic, or un-paid, search engine results.

Search engines like Google, scan your site, looking at design and content elements to help them determine what type of topics your website discusses and how user-friendly the site is.

This process is called crawling. It helps the search engine deliver more relevant and useful search results to its users.

Source: www.lyfemarketing.com

On-site and of site seo

Onsite SEO involves making sure your website pages, titles, tags, content and overall structure are optimized for your target keywords.

Offsite SEO refers to significant of inbound links from highly respected external websites such as blogs, press release social media post etc.





Keywords are the trigger

What are keywords?



Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries."

If you boil everything on your page — all the images, video, copy, etc. — down to simple words and phrases, those are your primary keywords.

As a website owner and content creator, you want the keywords on your page to be relevant to what people are searching for so they have a better chance of finding your content among the results.

Why are keywords important?



Keywords are important because they are the linchpin between what people are searching for and the content you are providing to fill that need.

Your goal in ranking on search engines is to drive organic traffic to your site from the search engine result pages (SERPs), and the keywords you choose to target will determine what kind of traffic you get. If you own a golf shop, for example, you might want to rank for "new clubs" — but if you're not careful, you might end up attracting traffic that's interested in finding a new place to dance after dark.

Diving Deeper



Keywords are as much about your audience as they are about your content, because you might describe what you offer in a slightly different way than some people ask for it.

To create content that ranks well organically and drives visitors to a site, we need to understand the needs of those visitors — the language they use and the type of content they seek.

You can do this by talking to the customers, frequenting forums and community groups, and doing your own keyword research with a tool like [Keyword Explorer](#).

Google Keyword Planner.



Google Keyword Planner is a part of the Google Adwords advertising platform. It allows users to research and analyze lists of keywords for use in pay-per-click campaigns.

The keyword planner is designed as a paid search tool but its data is nonetheless extremely useful for SEO.

Using the Google Keyword Planner you can research:

- Keyword ideas based on a phrase, landing page or product category
- Average monthly search volume for a specific period
- Search volume trends for a single keyword or group of keywords over time

Making SEO Keywords work for you



Now that you've found the best keywords, you need to put them to work in order to get SEO results (search-driven traffic, conversions, and all that good stuff).

- Using the keyword in the title of the page
 - Using the keyword in the URL (e.g. online-petstore.com/parakeets/snacks/gourmet)
 - Using the keyword, and variations (e.g., "gourmet parakeet snacks"), throughout the page copy
 - Using the keyword in the meta tags, especially the meta description
 - Using the keyword in any image file paths and in the images' alt text
 - Using the keyword as the anchor text in links back to the page from elsewhere on the website
- When optimizing your web pages, keep in mind that keyword relevance is more important than keyword density in SEO.

What to do when Optimizing website



- Review Website keywords and keyword research, meta tag, meta description, image tags and headlines.
- Use backlinks in all publications(Blog post and collaborations with other related blogs and website).
- Remarketing
- PPC campaigns(Search and display network)
- Optimize social media content and ad relevant links to post on Facebook, Instagram, LinkedIn and Twitter.

Resource



SEE LINK BELLOW TO 10 FREE KEYWORD RESEARCH TOOLS FOR YOU.

<https://www.highvisibility.com/blog/top-5-free-keyword-research-tools/>

Questions