



# SEARCH ENGINE OPTIMIZATION TECHNIQUES IN 2015

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If you are looking to gain a competitive edge in your industry and need immediate results, investing in marketing services that include search engine optimization (SEO) could provide an affordable solution for your business. There are a bunch of ways to “SEO” your website and there are lots of companies that claim to have the latest techniques, solutions and tricks to getting your business ranked in the search engines. How do you determine what type of strategy makes sense for your business?

To help you cut through the information age with lightning speed and garner wisdom from decades of research, we put together an overview of the various methods commonly used to help small and mid-size businesses dominate their industry on Google — locally, nationally and globally.

Whether you invest in organic SEO or paid SEO or both, the only solution you should invest in is one that has your target demographic in mind and generates leads **that you can convert**.

Here’s a look at what an SEO strategy should do for your business:

- Optimize your website so it ranks better in the search engines.
- Expand your digital presence on lead generating resources.
- Create a constant stream of fresh relevant content.
- Send ready to act traffic to your website.
- Position your company and officers as an influencer in your industry.

## **Search Engine Optimization Channels:**

**Responsive website** - We have to start here. After April 21, 2015, the algorithms started showing favor to businesses that utilize responsive technology----. A responsive website means that it is easy to navigate on any size device. As more consumers use their mobile devices to check emails, watch videos, make business purchasing decisions, your business will need to adhere to this shift in consumer behavior if you want to remain competitive in your industry. We can rebuild most websites, but for some it may be best to consider a new design. Not all designs can adhere to the grid-like format used in today’s technology.

**Keyword research** - This is the most critical part of SEO. In order to effectively target customers through the search engines, we can help you develop a short list of keyword phrases that consumers use on Google to find your business. By using the phrases, over and over again, it will catalogue your website and all of your content in the search engines so that it’s ready for the next search. This should not be a brain dump of every word anyone has ever used in connection with your business. It should also not include jargon, acronyms or industry slang. It needs to be based on your website analytics, competitor research, search engine advertising campaign data (i.e., Google AdWords) and years of experience targeting consumers on the search engines.

**On-page optimization** - This process is second behind keyword research as being critical for SEO success. This is the part where the keyword phrases get written for every page of your website and then put in the code. If your website is not indexing well, you have to invest in this service. Find out how much it will cost and then budget for it. We will develop title tags, meta descriptions, keywords and H1 headers, as well as put them throughout your content. If you have a large website, we can break up the work into phases.



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**Blog article writing** - Don't get hung up on the word blog. This is really just a news and information section of your website that allows your business a platform to show your influence and talk about your products and services. The articles that we write for you include the keyword phrases developed during the keyword research phase. We also work with media outlets and trades in your industry to get your content featured.

**Link earning** - This is mostly accomplished through social media posts and blogger outreach. Additionally, we will work with your company to develop a digital PR strategy that includes identifying key trade publications and news outlets that you'd like your content featured with links back to your website.

**Internal linking** - To help increase the SEO performance on your website, we can go into your website and create links across sections of your website. Internal links add credibility to your content. It shows your website is a fully functioning e-business. It also helps the consumer navigate. You give them a path to follow (like little bread crumbs on each page).

**Directory listings** - This helps with local SEO and there are thousands of online directories that can send leads to your website. By updating your directory listings, removing duplicates and completing every entry, your site will have a nice referral network and the consistency will give you credibility with Google, thus increasing your SEO. Directories include Manta, Yelp, YP, Whitepages, Local, Super pages, etc.

**Maps integration** - It's not hard to figure out that having your business listed on maps helps with local SEO and Google search engine rankings. If you are a home-based or appointment only business, there are special ways to hide your address without hurting SEO. If you don't have a Google+ page that will probably be one of the first recommendations we'll make.

**Content for your website** - You will need to develop a content marketing strategy that helps build a larger digital footprint for your business. What this means is that you are going to build out your website so that consumers and data aggregators (i.e., Google, YouTube, Facebook) trust you. To be successful in the digital age, you have to have a fully integrated e-business. You need things for people to do while they are in your sales funnel. (The average consumer will visit your website 4+ times before they take action.) The content needs to be focused on your SEO strategy. The content can be blog articles, white papers, instructional videos, corporate videos, customer testimonials, and more.

**Social media marketing** - Businesses use all kinds of social media channels to reach consumers including, Facebook, LinkedIn, Google+, Twitter, YouTube, Pinterest and Instagram. You need to develop a social media strategy that makes sense for your business. This strategy includes developing content that people want to share and content that builds you as an influencer in your industry. The strategy will include posting content/stories from key pages on your website that lead back to the overall SEO strategy. By pushing this content through the social media profiles, it creates links back to the website (very good for SEO and it keeps you focused on your sales strategy).



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**Paid** - While we prefer using organic tactics, we may recommend paying to target search terms and purchase advertising on platforms where those searches are conducted (i.e., Google AdWordsz, Facebook, YouTube). For Pay Per Click campaigns, we would use the SEO keyword phrases used on your website as the words for the campaign and we will help you set a budget. This type of advertising can encourage an influx of leads to your website during specific time periods and help you push a specific product. We may also recommend paying to boost/promote your posts on Facebook or Twitter. These posts would tie back to the SEO strategy and push content for the services you want to sell to the people you want to target.

**Email marketing** - Since you freshened up the content on your website, invite your customers and channel partners to visit your website to download an important white paper. The traffic will help your SEO performance. Also invite them to submit reviews on places like Google Maps, Yelp and Facebook, you will gain even more SEO street credibility. If you don't have an email marketing strategy for your business, we can help. It is an invaluable sales tool.

**On-going analytics review** - In addition to generating compelling content that positions you as an influencer, we can review your website analytics to determine where your leads are coming from, if they aren't converting — why, if you need page redesigns, and more. We can perform real-time A/B split testing when you run specific advertising campaigns to ensure maximum conversions.