

Quick Guide to SEO

What is SEO?

SEO (Search Engine Optimisation) is the process of developing your website to appear on search engines, such as Google.

Why do SEO?

93% of online experiences begin with a search engine and 57% of B2B marketers stated that SEO generates more leads than any other marketing initiative. People trust search engines and getting your content visible where they are searching can drive a significant amount of valuable traffic to your website.

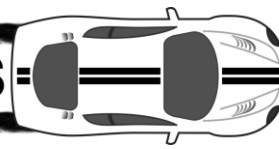
How Search Engines Work

Search engines index everything they can find using “spiders” to crawl the web. Therefore, your website needs to be working correctly and healthy, so the spiders can find it. Using relevant keywords also contribute to help you to be found.

Google also utilise an algorithm that is updated around 500–600 times a year. The purpose of this is to make sure those who use Google, are given the best results. This includes relevant and quality content. Making sure you comply with this algorithm is very important as it affects the position you are on the search rankings.

Paid Vs Organic

There are two types of search results that will show. SEO focuses on organic. Below shows where the two types are positioned in Google



Paid Search

Paid search is a service which allows ads to be placed within search results pages (usually at the top or bottom).

Google Ads is the most common platform for search ads.

Per Google data 65% of people with buying intent, will click the ads.

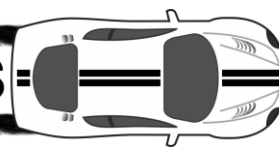
The screenshot shows a Google search for "plumber brighton". The top section contains four paid search results (Google Ads) for plumbing services in Brighton, including "Brighton Professional Plumbing", "Emergency Brighton Plumber", "Sussex Plumbers", and "Plumbing Repair & Installation". Below these is a map showing the locations of several plumbers in the Brighton and Hove area. Underneath the map are three organic search results for "SMALL JOB PLUMBERS LTD", "Plumbing On Tap (Brighton)", and "SMALL JOB PLUMBING - CHECKATRADE APPROVED 750+". At the bottom, there are more organic search results from Checkatrade and other local plumbing companies.

Organic Search

The position of each piece of content is determined by algorithms.

SEO influences organic search.

On average, many click organic results over ads.



Keywords

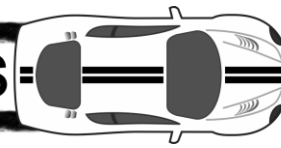
A user types keywords into the search engine to ultimately find an answer or information (known as queries). So, to be found, you must use the same keywords in your content as your ideal audience types into their search engine.

50% of search queries are four or more words, meaning that you also

- List your products and services (i.e. gluten free cakes)
- List words that describe your industry or category (i.e. gluten free bakery)
- List the problems that your product or service solves (i.e. allergy friendly baked goods)
- List words and phrases that are related to your business (i.e. kids food allergies)
- List words and phrases that indicate an intent to buy (i.e. buy gluten free cupcakes online)

SEO Process and Workflow

The first step to creating an effective SEO strategy is to plan a workflow and process for the entire year. There is no 'quick fix' to SEO, you can't do it all at the same time. It will develop as you learn more about your audiences and Google releases new algorithm changes. Create a schedule to constantly develop your SEO into your marketing plan.



Below is a guide to SEO strategies:

One-Time Setup	Daily / Weekly	Monthly	Quarterly / Yearly
<ul style="list-style-type: none"> • Google Analytics and Google Tag Manager • Google Search Console • Yoast SEO • Audits <ul style="list-style-type: none"> ○ Links ○ Content ○ Technical • Research <ul style="list-style-type: none"> ○ Keywords ○ Competition ○ Industry ○ Audience 	<ul style="list-style-type: none"> • Content Creation • Link Marketing • Social Media 	<ul style="list-style-type: none"> • Analytics • Technical Health Check (GSC) • Content Calendar 	<ul style="list-style-type: none"> • Audits <ul style="list-style-type: none"> ○ Links ○ Content ○ Technical • Research <ul style="list-style-type: none"> ○ Keywords ○ Competition ○ Industry ○ Audience