

SEO

MARCOMFLY BEST PRACTICE GUIDE

How to plan your SEO strategy to get maximum responses, more hits and ultimately higher sales volumes

SEO is an essential tool!

MarComFly
message & image

You want your target audience to see you first.

You don't want them getting to your competition!

One of the key challenges in SEO is keeping up-to-date with the newest techniques associated with obtaining top search rankings. Your content is fighting for greater visibility amidst a plethora of articles, message boards, newsletters, press releases, blogs, and more.

The Basics: What are Search Engines Looking For?

It's simple! Grab attention!

- 1 VALUE OF CONTENT**
Make it engaging enough that people take it beyond your own site, by sharing on various social media platforms.
- 2 KEYWORD FREQUENCY**
Across the site. The content must tackle the subject for which the pages are created.
- 3 PERFORMANCE**
How fast is your site and does it work properly?
- 4 AUTHORITY**
Does your site have good enough content to link to or do other reputable sites use your website as a reference?
- 5 USER INTERFACE**
How does your website look? Does it look credible? Is it user-friendly and easy to navigate?
- 6 GOOGLE ALGORITHM UPDATES**
Stay on top of new updates. An effective SEO plan would be able to predict, adapt and implement strategies that are not dependent on impending changes by a search engine.
- 7 RELEVANT TITLES**
It is important to ensure that the Titles on your page are relevant, clear and concise else your traffic will be diverted elsewhere.

Keyword and Market Strategy Research

There's little debate among search engine experts that identifying and optimizing for the specific words or combination of words by your target audience is a critical element of a successful search marketing campaign.

Here's how to do this:

Study of the competition
By researching which keywords they are targeting.

Market study & analysis
Offer more value to your target audience.

Google's Keyword planner
A good tool to explore to generate ideas.

Usage of Effective Keywords
Is not only vital to implement on-site, but should extend to other off-site platforms as well.

Laying the Structural Foundation with Technical SEO



Online Pages: Optimization and Content Structure

The good news is that it is simpler than it sounds.

Ability to determine technical issues within a site is vital when working on new sites, new clients or going through redesigns before moving on to developing content.

Meta Data and Meta Descriptions
Make sure you implement unique Meta Descriptions (a brief description of your page) and tags as these are an inherent make-up of components of on-page SEO.

Title Tags
Title tags are perhaps the most important text and is visible at the top of your browser. Tags describe specific details of your posts. They act like your site's index words and are the micro-data that you can use to micro-categorize your content.

Optimizing Content Marketing Strategy

Reach Out through multiple channels

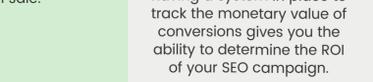
Understand exactly what your target audience wants from their search keywords.

Social Media can be a game changer!

FORMULATE CONTENT
Based on keyword phrases that drive organic search traffic.

Point backlinks in press releases, blog posts or case studies to your website. Then divert the content through your social networks including: Google+, Facebook, Twitter, YouTube and LinkedIn.

DELIVER CONTENT
Deliver them in a meaningful way to grow your business by presenting it through your organization's social networks.



Domain Naming

Use sub-directory such as: **(example.com/domain)**

Do not use sub-directory such as: **(domain.example.com)**

How to Measure SEO Success

There are three key performance indicators (KPIs) that should always be considered when measuring an SEO campaign's effectiveness:

- 1 TRAFFIC**
Volume and Quality are 2 sides of the same coin so it is important to measure traffic that is relevant to your business.
- 2 CONVERSIONS**
Track your conversions depending on your objective – it could be generating leads, creating enquiries, or a final sale.
- 3 RETURN ON INVESTMENT**
Staying committed to a long-term strategy and having a system in place to track the monetary value of conversions gives you the ability to determine the ROI of your SEO campaign.

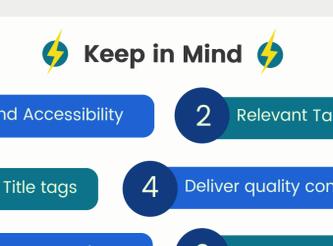
Just as top brands change their advertising campaign periodically,

replace, refresh & tweak your website by constantly infusing new life to your pages over time.

BE CAUTIOUS and DON'T OVERDO

- Keyword Stuffing**
Don't overuse keywords on your pages.
- Purchased Links**
Links available for sale will just be a waste of resources.
- Don't expect too much too soon**
SEO results take time for new sites to establish.
- Poor User Experience**
Make navigation easy for the user. Go easy on colors and keep the layout easy to handle.
- Broken Links**
Make sure all your links work. A bad or broken link is an instant turn-off.
- Tiny Text**
Ensure that your text is legible, or you will drive your visitors away.

CONCLUSION



Yes, you want a successful website raking in the profits!

SEO should be a long-term strategy. Invest efforts in keeping it up-to-date and be trendy!

Keep in Mind

- Navigation and Accessibility
- Relevant Target Keywords
- Title tags
- Deliver quality content
- Positive User Experience
- Integration of social media
- Link Building
- Constant updating of content

Apply these proven practices, follow the rules and guidelines and you will be sure to get page **1** rankings!

If you get stuck, visit www.marcomfly2.com and contact us!