



What is SEO and how important is it to factor it into a Marketing Strategy

digital business podcast range

Searvh

Engine

Optimization

What is SEO?

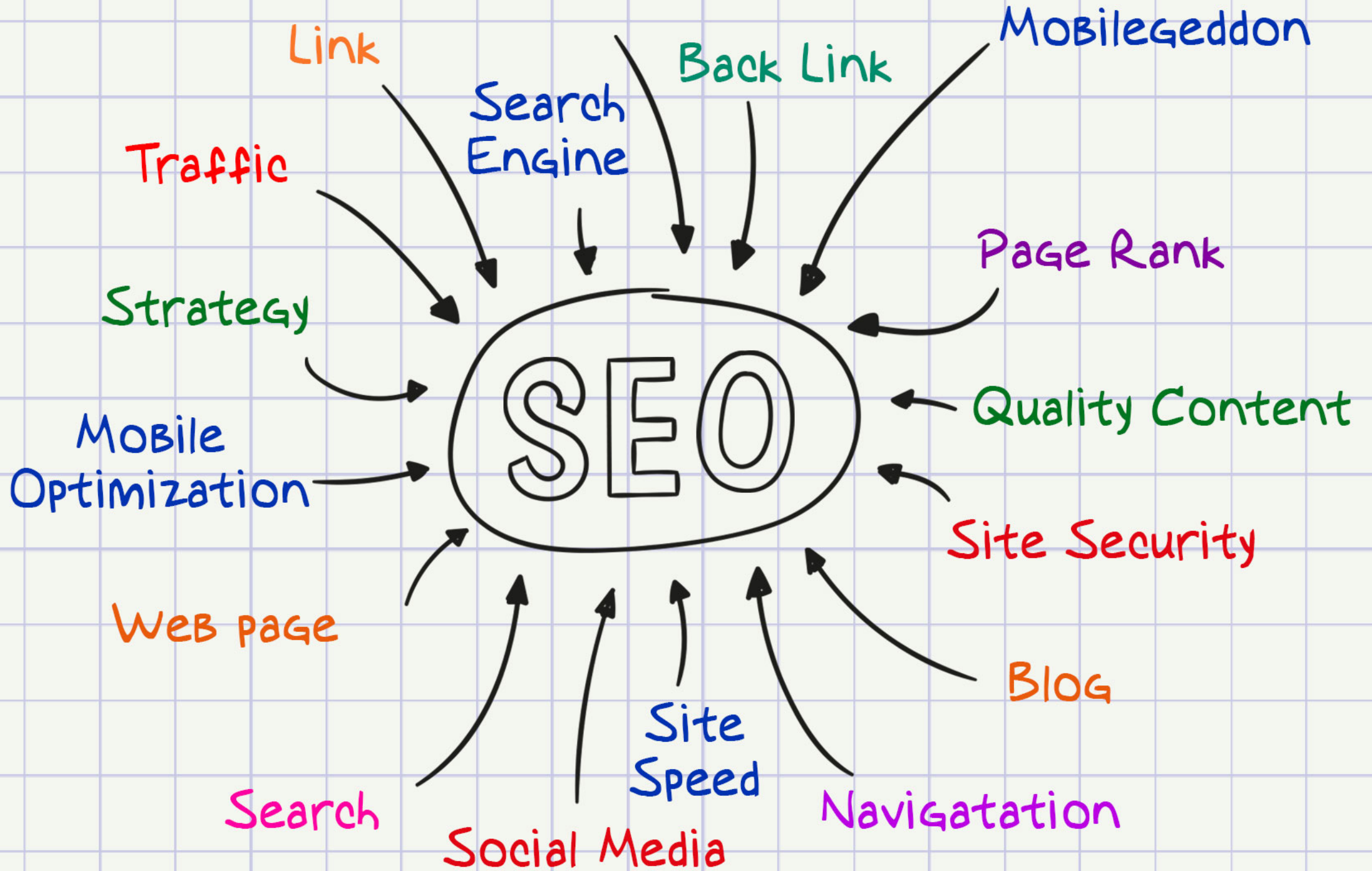
SEO is the process by which you can optimise your website in order for it to improve its visibility and rankings in search engines online.



Moving your website up the listings ethically.

SEO should
play a **pivotal**
part of any
website build.





Over **200 different ways** that a search engine ranks a website..

on-site

- Content quality
- Meta data
- Keyword saturation
- Infrastructure

off-site

- Inbound links
- Articles / ezines
- External blogs
- Social Media

BUDGET & TIME is required to make headway in SEO, especially in the early stages of optimising a website.





Organic SEO
is seen an
investment
over the long
term as
opposed to
paid search.



DESIGN

STRATEGY

SEO

BLOG

CONTENT

KEYWORDS

MARKETING

HTML

LINKS



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