

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

Stewart: You know how much I hate these acronyms. What is SEO and how important is it to factor it into a good marketing strategy?

David: Well, SEO stands for Search Engine Optimisation. That phrase was coined in the mid to late 1990's. What that is in layman's terms is the process of affecting the visibility of a website or a web page in a web search engine's unpaid results. It's basically moving your website up the rankings in the unpaid area using ethical and natural methods.

Stewart: How important is it to a business to have SEO as part of their marketing strategy?

David: Nowadays you wouldn't really look to launch a website and make it work unless you had SEO in mind. There are certain things and factors that come into play that you really need to take account from day one. There are URL factors or the domain factors. There's on page factors, off page, and social factors.

Stewart: When you say on page and off page, do you mean things that are on the site and things that are on other people's websites?

David: Yes. So on-page factors, if we go right back, there are actually over 200 different ways that Google and other search engines rank a website in SEO. On-page factors tend to revolve around the content, metadata, the keyword density and things like that actually on their website. The off page factors are such things as inbound links, online press releases, blogs, any material that sits away from the site that links back to it. Both on and off-page factors are essential part of a good SEO strategy. They're very important in order to be able to move your website up the rankings.

Stewart: So you're saying SEO is non-paid, and yet there must be some investment in either time or money to optimize a website for good SEO.

David: Yes, there's both budget and time allocations required, I think, for organic SEO, especially if you're a new business with very little authority online. You've got a brand new domain, a new website, you've changed the website. So there will be some time and budget needed for you to start to make some headway with that organic SEO. What we would suggest, though, is that organic SEO is more of an investment as opposed to the likes of pay-per-click and paid advertising. Because if you really do make some good headway with organic SEO, the likeness is that the weight of that site as you progress will grow, your authority will grow, and you will maintain very high places by just maintaining that.

Stewart: Thank you, David.

David: Thank you, Stewart.

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