
What exactly is SEO anyway?

How to organically attract your ideal audience.



What is SEO and what does it mean?

SEO stands for Search Engine Optimization which essentially means optimizing your website so that it can be found online through a search engine (*like Google*).

Good optimization means your site is more likely to appear when people are searching online for something that you offer.

In order to optimise your website, first we need to understand what Google looks for.

Let's take a look...



What does Google look for on your website?

- Keywords on your website
- Valuable content (copy and video)
- User experience
- Credibility of who you are, what you do and the services you provide

Google's ranking system is designed to sort through hundreds of billions of webpages to find the most credible, relevant, and useful results in order to present them in a way that helps people find exactly what they are looking for.

– <https://www.google.com/search/howsearchworks/algorithms/>



Is SEO important?

Your website is your 24/7 sales tool. When someone is searching online for a product, service or solution online, ideally you want your website to be the first to land right in their lap.

On-page SEO involves optimizing individual posts and pages to boost your rankings. This typically entails targeting specific keywords and writing engaging content that your audience finds valuable.

A good SEO strategy, can allow you more time to focus on servicing your customers, making more sales and planning for your business.

The best part – SEO can drive a much higher ROI and is completely trackable.



Interesting facts

Google has a **market share of over 85%** in the global search market.

Video will continue to show impressive growth and opportunity to **generate leads**.

Search engines are the starting point for **68% of online experiences**. (BrightEdge)

Google search, Google images, and Google maps account for **92.96% of global traffic**.
(SparkToro)

<https://terakeet.com/blog/seo-statistics/>

What can SEO do for you?

- Drive more organic traffic to your website
- More eyes on your products and services
- Result in more leads or bookings
- Drive more on and offline sales

Imagine your website in the #1 position of Google search results. SEO is an opportunity for you to draw in visitors looking for exactly what you offer.

The goal with SEO is to provide quality content that your visitors will find valuable which ultimately creates relevance when it comes to search engines.



Let's get started with SEO...

In this mini series we have created, you will learn about on-page SEO with a focus on keywords, creating SEO-friendly content, and how to track SEO results using a free Google tool in just a few days (*or less*).

Your next email on **Keywords** will be emailed to you tomorrow. But, if you don't want to wait, click the link in your email and get the first lesson now.



Ready...Set...Go...

We hope you'll find this series helpful.
We would love to hear what you think, so feel free to connect with us
and let us know what you might like to see next from us.

We're already working on our next series — so buckle up!



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