

SEO Strategy

The goal of having a SEO Strategy is to improve the visibility and ranking of a website in search engine results pages (SERPs). By optimising the website structure, content, and technical aspects, and by building high-quality backlinks and engaging in content marketing, we can attract more organic traffic from search engines.

This can lead to increased brand awareness, website traffic, and conversions.

The goal of this SEO Strategy is to achieve long-term sustainable growth. We have provided the steps here as well as in depth guides we have sourced to each one you feel you may need to dive into further.

On Page Optimization

A couple of useful tools to assess where optimization on your website needs to take place are UberSuggest and SEOoptimizer. There are many more out there, but those are the two we use most frequently. Here is a link that show others for your reference.

<https://hashthemes.com/best-seo-analyzer-tools/>

Your goal is to get the highest score possible on any analyzer tool you choose to use. Here are some tips on how to do that. **(Be sure to read our other resource document titled “What is SEO” before actioning this document).**

Develop original content

Generating original and high-quality content is a surefire way to increase your website’s SEO. To maximise its value, ensure that your content is unique and provides valuable information. There should be a minimum of 300 characters on each page of your site.

<https://www.semrush.com/blog/14-tips-for-writing-awesome-website-content/>

Incorporate keywords into your content

Researching and adding relevant keywords to your content helps search engines understand the subject matter better — thus increasing your ranking.

<https://neilpatel.com/blog/keyword-research/>

Implement page titles and meta descriptions

Use keyword-rich page titles and meta descriptions to provide additional information for users and search engines.

https://www.semrush.com/blog/title-tag/?kw=&cmp=CA_SRCH_DSA_Blog_EN&label=dsa_page_feed&Network=g&Device=c&utm_content=622461213336&kwid=dsa-1754979168445&cmpid=18361978716&agpid=138308711461&BU=Core&extid=60109362925&adpos=&gad=1&gclid=Cj0KCQjwO-kBhDIARIsAL6LoreHRI_I3nTRTgCgtRXOntGvvulFiqqfgEdLYgb41IThdeo_a_BPrX8aAjHGEALw_wcB

<https://www.semrush.com/blog/meta-description/>

Create a sitemap

A sitemap is a great way to let search engines know about all your website pages and the structure of your site. It would be easiest to do this through the website designer you are using. Wix for example, will automatically When you complete your checklist in the Wix SEO Wiz, Wix automatically submits your sitemap index to Google for you. When you make changes to your site, your sitemap will be automatically updated with the changes.

If you are building a site as a beginner it would be best to go through a platform that will do this on your behalf.

Set up or improve your URL structure

Keeping your URLs organized helps search engines understand the content structure of your website. Be sure to incorporate keywords in your URLs as well.

<https://neilpatel.com/blog/complete-guide-structuring-urls/>

Make sure your website is mobile-friendly

Mobile-friendliness is one of the most important criteria for improving your SEO. Verify that your website works properly on mobile devices.

<https://www.websitebuilderexpert.com/building-websites/how-to-make-website-mobile-friendly/>

Secure your website with HTTPS

Implementing an SSL certificate helps protect your website and also helps your SEO ranking by indicating that your website is secure. Many site builders provide this option by default. Check to see if yours is one that does. If it doesn't, here is a guide to follow.

<https://www.one.com/en/website-security/how-to-secure-your-website-with-https>

Reduce loading time

Visitors don't like to wait for your website to load – search engines dislike it too. Optimize your website to increase its loading speed.

<https://blog.hubspot.com/marketing/how-to-reduce-your-websites-page-speed>

Improve internal linking

Also called “cross-linking,” internal linking directs readers to other relevant content on your website. This helps search engines understand the structure of your site.

https://www.semrush.com/blog/internal-links-guide-to-building-strategy-that-works/?kw=&cmp=CA_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=622461210903&kwid=dsa-1754979171045&cmpid=18361978716&agpid=138308700461&BU=Core&extid=60109362514&adpos=&gad=1&gclid=Cj0KCQjwTO-kBhDIARIsAL6Lorcanh67DHEUOhLx8GuRAOMynJiZjQGjBwam-StyS9rwafuJqVX9cqgaAm60EALw_wcB

Leverage social media

Promoting your website on social media is a great way to get more people to your website. Additionally, it helps improve SEO by driving backlinks to your website. Provide a clickable link anywhere you post.