

THE BASICS OF **SEO** FOR **DIGITAL MARKETING** **SUCCESS**



SEO 1:1



Google Partner

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The **importance of SEO**: Boost traffic, sales and brand trust

SEO (search engine optimisation) is the process of enhancing website visibility for search engines like Google and Bing, ensuring it appears prominently in the results when users search for relevant keywords associated with your business.

75%*

of users never scroll past the first page. Getting ranked on page 1 is the key to your **website's success**.

3 PILLARS of **SEO**

01

On-page SEO

Optimise content and meta tags.

02

Off-page SEO

Develop a strong backlink profile and gain search engines' trust.

03

User Experience (UX)

Enhance website navigation, responsiveness, and overall usability.



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Source: *Search Engine

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01

On-page SEO elements

1

Great content trumps keyword stuffing, every time!

Content should be authentic and genuinely useful. Creating high-quality content, optimised appropriately for a site, is vital to the success of an organic campaign.

The Role of Keywords & Search Phrases

Keywords serve as the foundation for your website content and copywriting. Successfully aligning user intent with your website copy is at the core of your ability to capture a larger online market share.

- **Keyword:** Single words, hardest to rank (e.g. accommodation)
- **Short-tail Keyword:** Up to three words, medium difficulty (e.g. cheap accommodation Durban)
- **Long-tail Keyword:** Four to five words, descriptive, easier to grasp user intent (e.g., cheap family holiday accommodation Durban)

When your site or page content effectively addresses long-tail queries, search engines will display your pages more frequently in their results. Ideally, useful content will encourage user engagement and sharing, ultimately boosting domain and page authority to improve your rankings.

2



3

How Many Keywords Are Enough?

- Initially, SEO should concentrate on core web pages, products, and/or services.
- Ensure one primary search phrase is associated with each webpage and any future content pages.
- To boost SEO efforts, consider incorporating various creative assets within each page, such as videos, video testimonials, FAQs, images, and graphics.

Finding Profitable Keywords

- Research, research and more research, and some common sense thrown in for good measure.
- For more than 90% of businesses, it's essential to understand that people are unlikely to search for them using their brand name. SEO plays a crucial role in helping these companies be discovered based on their solutions, services, and products, rather than relying on brand recognition alone.

4

Implementing Meta Tags

plays a vital role in providing search engines with essential information about a webpage, improving its visibility and boosting overall SEO performance.



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02

Off-page SEO elements

1

Links

are important as they pass “link juice” to your site, improving authority and trustworthiness.

Unlinked mentions

serve as citations for your site’s authority and trust, offering backlink opportunities.

2

3

Social media

helps people find and engage with your business. Improves engagement, control brand SERP, and boost visibility on indexed platforms.

4

Google Business Profile (GBP)

is a key off-page SEO factor for local businesses targeting specific locations.

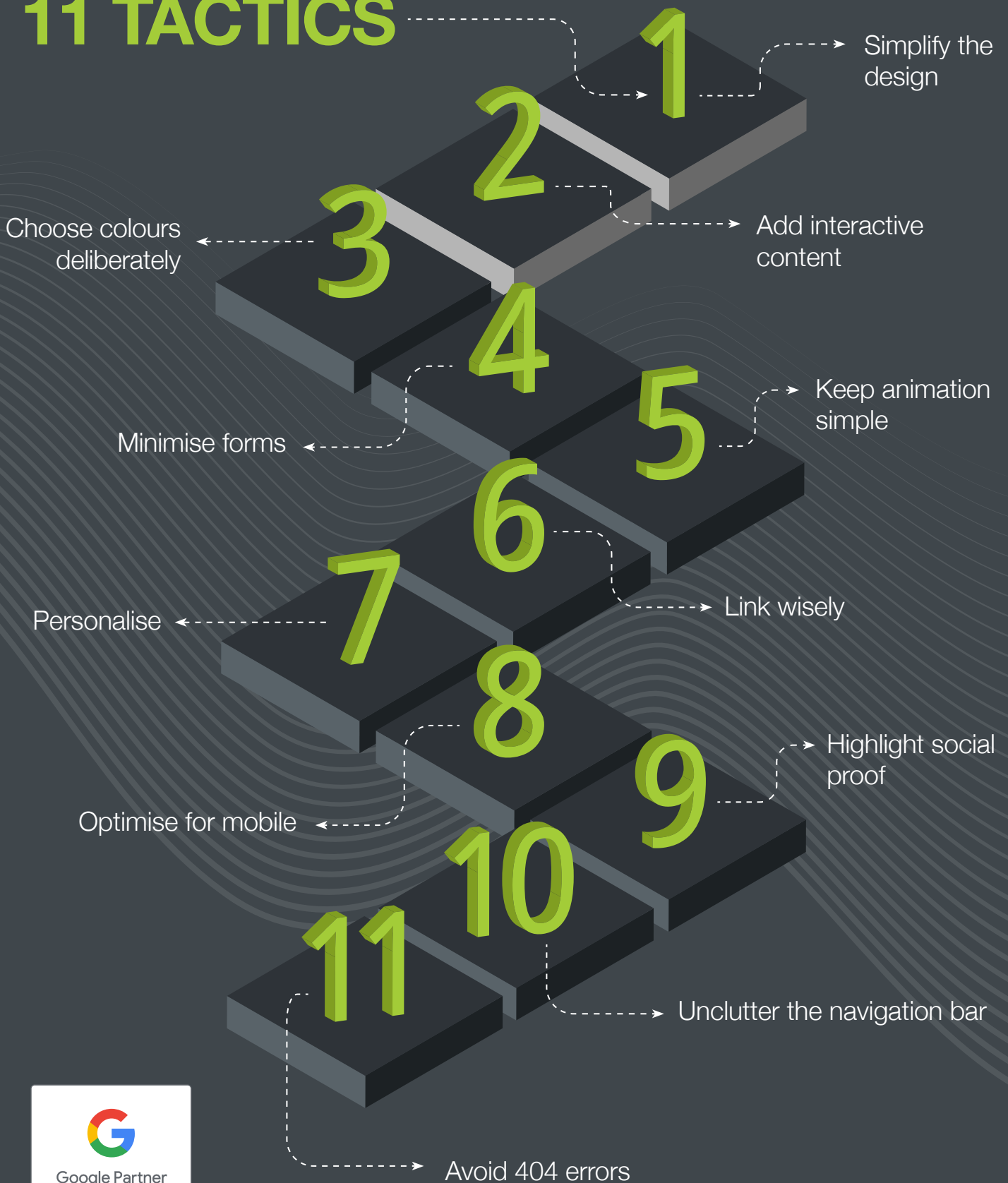


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Get connected with customers on Google Search and Maps

11 TACTICS



Anatomy of a Perfectly Optimised Landing Page

Strikes a balance between user satisfaction, client objectives, and Google-friendliness.



Following these simple steps will help you pave the way for **SEO success**.



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