

The Beginner's

GUIDE TO SEO

User-focused marketing.



An intro to SEO

SEO, or Search Engine Optimisation is the process of getting traffic from 'Organic' sources to your website. Done right, as part of a wider marketing strategy, SEO can boost your site to the top of Google.

90%

of web traffic
comes from
Google.

75%

of people
never scroll past the first
page of Google.



Key Tips!

SEO can be a minefield, with an abundance of different approaches and strategies that can be utilised. Here's our top 3 tips to get started with SEO.



1

Quality, Human-First Content

Write your content as if it's for a human, not for a search engine. Long gone are the days where keyword stuffing is appropriate.

2

Technologically-Sound Coding

If your website takes too long to load, you've lost your customer, not only that, but Google will downrank you for these sorts of things!

3

Link Building & Digital PR

Take time to gather links to your website - remember however, quality is better than quantity.

Here are some key considerations...

Whenever you're thinking about your SEO or your website, it's important that you have quality human-focussed content that is readable and of a good length and you're also utilising media and responsive coding.

Content

What you say is so important. You've got to remember you're essentially answering a question from your audience. You don't want them to have to sift through lots of extra rubbish before they get their answer, do you?



Media

Media such as images and videos are forming an ever growing part of the SEO landscape - consider integrating media in to your website.

Responsiveness

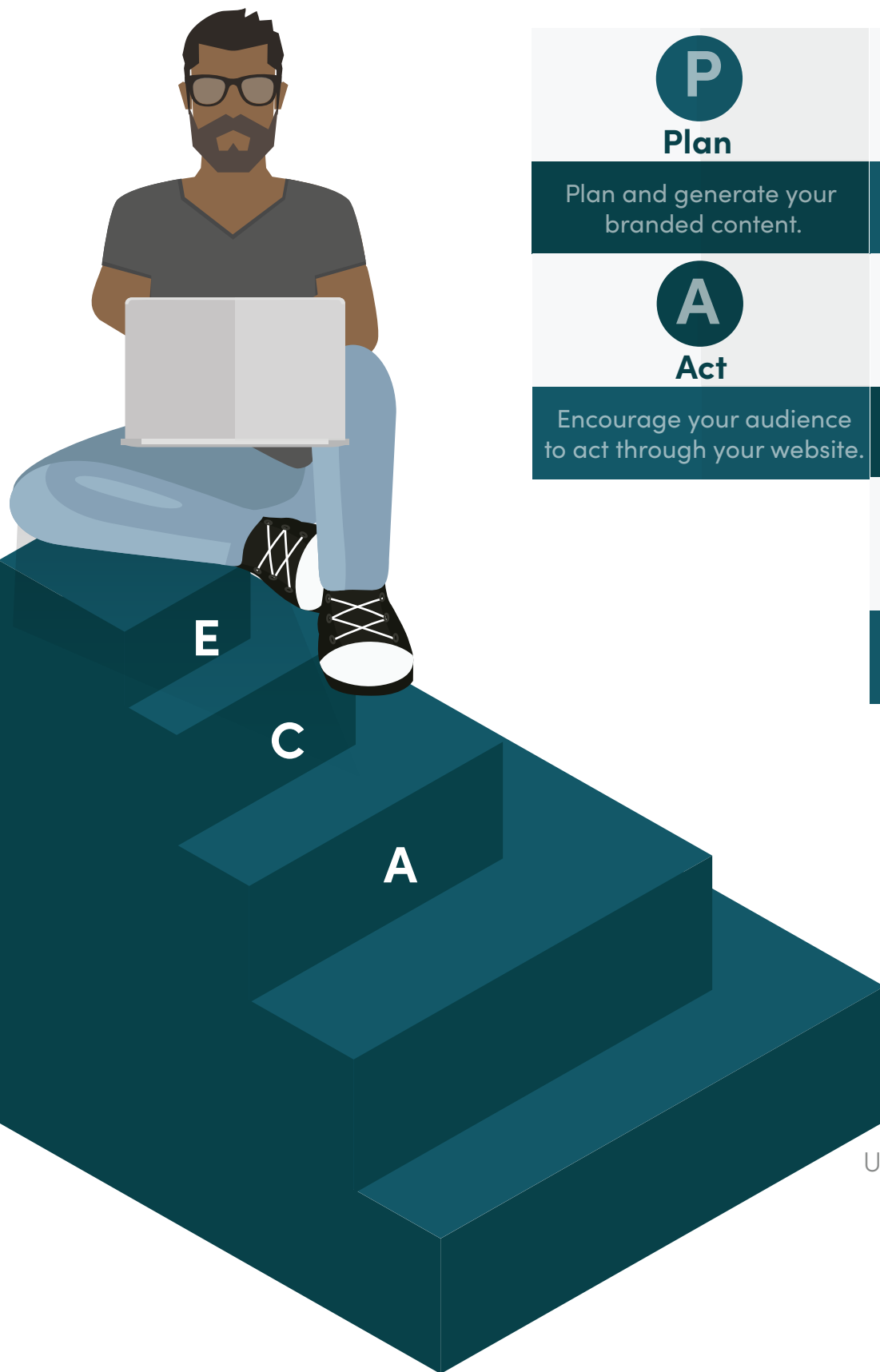
Make sure that your website is built to fit every device type, especially mobile. Most users access a website on their phone, so it's got to look right and work properly.

Length & Readability

Like we've said before, your content is there to answer a question. Make sure it's of an optimal length and more importantly, that it's readable and eas

The bigger picture...

SEO is just one cog in the wider marketing picture. It's important to consider where it sits and the other tactics around it.



<p>P</p> <p>Plan</p> <p>Plan and generate your branded content.</p>	<p>R</p> <p>Reach</p> <p>Reach new people across SEO, PPC and socials.</p>
<p>A</p> <p>Act</p> <p>Encourage your audience to act through your website.</p>	<p>C</p> <p>Convert</p> <p>Convert your audience using CRO and retargeting.</p>
	<p>E</p> <p>Engage</p> <p>Engage with your audience through email and socials.</p>

P-RACE.

Use the P-Race framework to plan your digital marketing approach, integrating different tactics to generate results.

Need some help with your SEO or marketing in general? We're here.

Our friendly, expert team are on hand to help you get the most out of your marketing budget.

We'll look at your objectives and find the best route to market to reach your desired audience and your business goals.

**Get in touch with our team:
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