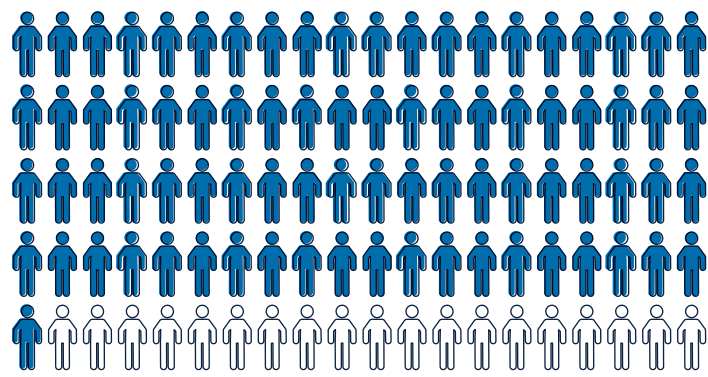


5 STEPS TO BETTER SEARCH OPTIMIZATION

STRATEGIES AND TACTICS TO BRING YOUR AUDIENCE TO YOUR MESSAGE



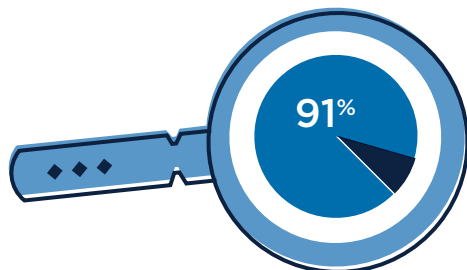
81%

OF CONSUMERS DO RESEARCH ONLINE BEFORE MAKING A PURCHASE.¹

HOW CAN YOU IMPROVE THE CHANCES YOUR POTENTIAL CUSTOMERS' SEARCHES WILL LEAD THEM TO YOUR CONTENT AND COMPANY? Start by boosting your online visibility through search engine optimization (SEO), a tool for pushing you closer to the top of search results.

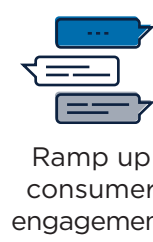
Here are five steps toward better SEO:

1. SET GOALS FOR YOUR CONTENT



91% OF INTERNET USERS CONSULT SEARCH ENGINES.²

First decide what objectives are most important for your business. For example, you may be looking to:



Ramp up consumer engagement



Boost brand awareness



Increase loyalty



Generate leads



Convert leads into customers



Drive traffic to your website



Increase sales

2. IDENTIFY KEY PERFORMANCE INDICATORS

Once you've established your goals, think about what measurement numbers—known as key performance indicators (KPIs)—can help you quantify those objectives, so you can track your progress. (See Step 4 for where to get this data.) KPIs related to search optimization goals include:

- **Sales revenue:** Knowing how much you're taking in overall can help you determine whether your marketing is making a difference.
- **Cost per lead:** Determine the number of leads a campaign gets you, then divide the cost of the campaign by that number. Is the payoff worth its price?
- **Inbound marketing ROI:** A number comprising monthly visitors to your site, leads generated, percentage of those leads qualified to enter your sales process, close rate among those leads, and customer lifetime value. (Look for ROI calculators online.)
- **Traffic-to-lead ratio:** Lots of traffic won't help you if it's not the right traffic.
- **Lead-to-customer ratio:** And lots of leads aren't effective if they don't become customers.
- **Landing page conversion rate:** Measuring the behavior of people you draw to your site can help you find out whether you're targeting the right people, and whether your site needs work.
- **Organic traffic:** Visitors who come from search engine results that are not paid ads.
- **Social media traffic:** Visitors who come through your messages on social media.
- **Mobile traffic:** Visitors who come from searches on a phone rather than on a desktop computer.



24% OF MARKETERS DON'T KNOW WHETHER THEIR EFFORTS RESULT IN SALES.³

3. USE POWERFUL SEARCH TOOLS

70% OF THE LINKS SEARCHERS CLICK ON ARE ORGANIC (I.E., NOT PAID ADS).⁴



As search engines become more sophisticated, simply dropping keywords into text and headlines no longer guarantees high placement in search results. These tools may help you use keywords more effectively:



GOOGLE KEYWORD PLANNER
Suggests effective keywords and offers search statistics and forecasts



HEMINGWAY EDITOR
Pares down text and helps optimize it for search engines and web reading



SERPS (SEARCH ENGINE RESULTS PAGES)
Tracks search terms and keywords across multiple devices, languages, and locations to offer ranking and other data



KEYWORD TOOL
Offers long-tail keywords (keywords of more than four terms) and other keyword data and information

4. MEASURE YOUR RESULTS AND FINE-TUNE

75% OF USERS NEVER SCROLL PAST THE FIRST PAGE OF RESULTS.⁵



Keep tracking your marketing, and look at the progression of your KPIs to see whether you're moving toward your goals. Knowing where you are succeeding—and where you're not—can help you hone your strategy. Use these analysis tools to learn more about what works, and keep fine-tuning.

GOOGLE ANALYTICS
Compares metrics across sites

CLICKMETER
Tracks social media users interaction

OPEN SITE EXPLORER
Provides high-level stats about page authority (a score that predicts how well a page will perform on search results) and number of incoming links (links to your content from other articles, blogs, and sites)

HOOTSUITE
Gauges how your audience responds to your social media posts of more than four terms and other keyword data and information

5. STAY UP TO DATE ON SEO

SEARCH IS THE NUMBER ONE DRIVER TO WEBSITES, WHEREVER AND WHATEVER PEOPLE SEEK ONLINE.⁶



The internet and search engines are changing all the time, so your SEO and marketing need to be flexible and responsive. Stay on top of trends with the following marketing resources:

Advance Local: Digital media and marketing company that helps with digital marketing strategy

CXL Conversion Optimization Blog: Blog that focuses on optimization, growth, and digital analytics

Content Marketing Institute: Organization dedicated to advancing content marketing that offers resources and information on content marketing and how to do it effectively

Search Engine Land: Online publication focused on the search marketing industry that offers up-to-date information on search strategies and innovations

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