

9 THINGS TO CONSIDER FOR YOUR SEO CAMPAIGN

1

What do you want your website to do?

Many people do not understand the intention of their own websites. Websites can inform, sell, entertain or any combination thereof. Determining why your website exists first is an imperative step to any successful SEO campaign.

3

Does your site have a sitemap?

A sitemap is important for SEO because it makes it easier for search engines crawl your site and find all your website's page. Without a sitemap, search engines may or may not find the pages on your site.

5

Does your website design look nice?

Nothing deters a customer quicker than a poor website design. Design needs to be user friendly and attractive to keep users engaged. If your site is poorly designed this should be addressed before any SEO takes place.

7

How long will it take?

SEO is a patient game; you'll need to be patient to see results. SEO campaigns can take as long as 6 months to start seeing ranking improvements. Just like the tortoise vs the hare, slow and steady wins the race.

9

Should you call a pro?

If you want something done right, hire a professional. People think "how hard could this possibly be?" SEO is constantly changing and what may be relevant today will be obsolete tomorrow. Unless you have to time to monitor search engine algorithm updates trust SEO to the pros.

2

What is the behavior of your customers?

Determine how your customers behave. SEO is an 'inbound marketing' strategy that focuses on attracting customers through content. Knowing how your customers behave allows you to optimize your site towards those customer behaviors.

4

Do you have a robots.txt?

The search engines need to be able to find your sitemap, and robots.txt points the crawlers in the right direction. Think of robots.txt as the receptionist of your website.

6

Are you prepared to write content?

Your site needs to be populated with well written and optimized content. Keyword density, optimized meta descriptions, schema, etc. Your content should not only appeal to the users of your site, but it must also appeal to search engine crawlers.

8

How much time can you devote?

Your site needs tender love and care for the SEO campaign to be successful. Just like watering a flower to see it blossom, you need to put in time to see your SEO rankings improve.