



SEO MANUAL

REACTIV
CREATIVITY IN ACTION

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INCREASED SITE USABILITY:

In an effort to make your website easier to navigate for the search engines, SEO simultaneously helps to make your website more navigable for users as well. SEO consists of rearranging the site's architecture and links to make pages within the website easier to find and navigate. This not only makes it easier for search engines to crawl your site and find pages, but also makes it easier for users to find information on your website as well.



BRAND AWARENESS

SEO provides trackable and quantifiable results, regardless of whether you are an ecommerce or noncommerce site so there are no qualms when it comes to ROI. SEO agencies are able to track nearly every aspect of their strategy, like increases in rankings, traffic and conversions. Comprehensive analytics also provide the ability to drill down at a granular level and see demographic information and other engagement metrics for individuals who have interacted with your website. For Ecommerce sites, SEO agencies can see which paths users take in order to complete a sale, all the way down to which keyword they used to search for you prior to purchasing. For nonEcommerce sites, you can attribute values to your lead conversions, like a <contact us> form fillout, and calculate the value of your SEO strategy that way.



WHY SHOULD BUSINESSES INVEST IN SEO:



SEARCH ENGINES GRABBING MORE MARKET SHARE:

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RISE OF MOBILE BANDWIDTH AND LOCAL SEARCH OPTIMIZATION:

Since top position rankings result in significant impressions, having your website in these top positions on the result pages translates to more exposure for your website. Plus, being on the first page for your targeted keywords not only helps users to associate your brand with those keywords, but it instills trust, since companies on the first page are generally perceived to be more trustworthy. The more your pages and content rank in high positions in the search engines, the more chances you have for users to see your content and associate with your brand.



WHAT IS SEO?

SEO is the process of affecting the visibility of a website or a web page in a search engine's unpaid results—often referred to as «natural,» «organic,» or «earned» results.



WHAT ARE THE BENEFITS OF SEO:



TOP POSITIONS

On the search engine result pages receive a majority of the impressions and clicks, so ranking in these top positions can result in significant traffic increases for your website.

SEO also focuses on creating informative and keyword relevant title tags and meta descriptions, which show up in the result pages. Having optimized tags and descriptions helps to increase click through rate, which also promotes increases in qualified web traffic.



RETURN ON INVESTMENT:

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COST EFFECTIVENESS:

SEO is one of the most costeffective marketing strategies because it targets users who are actively looking for your products and services online. SEO's inbound nature helps businesses save money as opposed to outbound strategies like coldcalling. While cold-calling can still be an effective strategy, the leads generated cost %61 more than leads generated by an inbound strategy like SEO. And since SEO also targets users who are actively searching for products and services like yours, the traffic resulting from SEO is more qualified than many other marketing strategies, resulting in costsavings for companies.



NOT HAVING A HEALTHY CONTENT PROFILE IS DAMAGING:

With each and every update to its search algorithm, Google and other engines change the way they look at websites. Things which didn't exist a few years ago, such as social media indicators, are now given fairly high importance in terms of their impact on your rankings. Not building a healthy content profile spread out months and years is potentially damaging to your business, as it is one of the factors Google evaluates when looking at your site.



YOUR COMPETITORS ARE DOING IT:

That's a simple fact of how the process works." Don't let your competitors out maneuver you by ignoring this valuable tool for your business. Investing in organic SEO is more important now than ever before, despite the current difficulty everyone finds themselves facing regarding the lack of organic keyword data and traffic. Your business definitely needs to have an SEO strategy in place if you are interested in succeeding in terms of online marketing; it remains one of the single most important components of any organization's branding efforts and online presence.