

# DEMYSTIFYING SEO



## Learning to Integrate SEO with Your Digital Marketing Plan

**93%**

of online experiences begin with a search engine

The top ranking website in a search has an average click-through rate of

**37%**

**60%**

of clicks go to the top three results

## How To Get Started

To understand SEO, you need to understand why Google ranks sites at all.

Google is in the advertising business. Helping users find what they are looking for is good for Google because more people using its service increases its power as an advertiser. The more people that use Google's search, the more impressions Google can sell to its customers.



Google has to do two things to help people find what they are looking for:

Figure out what they are searching for.

Identify which content is the best.



SEO starts with providing content that is relevant to your prospects. If you're not sure what kind of content to make, ask yourself these questions:

- ★★★ What topics are relevant to your prospects?
- ★★ How do these topics align with what your company can provide?
- ★ What content can your company produce that will make a connection to your prospects?

After you publish content to the Web, you need to prove its value and make it easy for Google to find.

A few ways you can prove to Google that you have quality content:

- + Make content like infographics, blog posts, articles, e-guides that people want to link to.
- + Encourage widespread sharing of your content on social media.
- + Continuously update your website.



A few ways you can make it easy for Google to find your content:

- + Put your page title in a <h1> tag.
- + Submit your sitemap to Google.
- + Use compliant HTML and CSS.

Using a content management system like **WordPress** will give you a good start on building an SEO-friendly website.



**seo**

should be a foundational part of your digital marketing plan.

**1** Come up with a list of 50 to 100 keywords you want to be found for. Try Google's Keyword Planner.

**2** Prioritize the list to identify the keywords you care about the most.

**3** Use your list to come up with content topics for your marketing plan. Plan on targeting one phrase with every piece of content you make.

**4** After you make the content, distribute it on your website and social media platforms so it can be linked to and shared.

Tying together your marketing plan and SEO efforts

will result in more website traffic and inbound leads.



Partner effectively.

It takes discipline and experience in content creation and website development to plan and execute a marketing calendar that will help you achieve your SEO goals. If your organization could benefit from more website traffic and inbound leads, **NuGrowth is your solution. Call us at 800-966-3051.**

