

SEO 2024: Learn Search Engine Optimization with Smart Internet Marketing Strategies in Nigeria | 7hubent Tech

Ah, my people! You see, if I had known about search engine optimization (SEO) back in the day, when I was sweating in one small cybercafé somewhere in Kano, trying to push my business online, ehn, life would have been much easier. It's like trying to sell garri in a big market, but your shop is hidden somewhere inside, near where they sell spare parts. Who go sabi you dey there? SEO na the answer!

But what exactly is SEO? How do you use it to your advantage in this digital age—especially here in Naija where everybody is trying to hustle and make it big online? Well, you're in luck today, because we'll be diving into SEO 2024—the key to your smart internet marketing strategies in Nigeria.

Let me tell you how I found out about SEO myself, and how 7hubent Tech became my savior in this online wahala. Whether you be small business owner, content creator, or just someone trying to sell suya on the internet, SEO is your best friend for getting attention from people who are searching for exactly what you offer.

My Personal SEO Struggle

Let me gist you small. About five years ago, I opened a fashion business—tailoring, to be exact—right here in Lagos. I was like, “Ah, if I carry this business online, people from all over go dey order custom-made clothes from me.” Omo, I create one fine website, but after three months, nobody dey even visit am. I begin wonder, “Shey my village people follow me enter online?” But no, na because nobody fit find my website for Google.

Then, one of my brothers—who always feels like he knows everything—came and said, “Guy, you need SEO. Your website no dey visible.”

“Which kain thing be that?” I asked. “Abi na jazz?”

“No be jazz o!” he said. “Na Search Engine Optimization. If you no sabi am, your website go just be like kiosk wey no get signboard.”

That was how I started learning SEO, and along the way, I found 7hubent Tech—the platform that made things easier for me. So if you want your business to stand out in 2024, SEO is non-negotiable.

What Is SEO (Search Engine Optimization)?

So, what's this SEO thing sef? SEO means tweaking your online content so that search engines like Google go sabi your website as soon as people dey find anything related to your business. You wan make Google see your website as that sharp guy wey sabi his market well, so whenever someone dey search for your service, Google go flash your website at them like “Shine your eye!”

It's simple. With the right SEO strategies, you don't have to run helter-skelter for customers. They'll be the ones finding you!

Key SEO Strategies for Nigeria in 2024

Now, let's get to the juicy part—SEO strategies for Nigerians who want to market smart online in 2024. These tips are not just theory, ehn, na practical I go give you:

1. Long-Tail Keywords: Forget about generic keywords like “buy clothes” or “restaurant.” If you're in Ibadan and you're selling Amala, think of something like “best amala spot Ibadan 2024.” Trust me, long-tail keywords are the hidden gems of SEO. This is because when people search for things online, they use specific phrases. 7hubent Tech

even helps you know which keywords to target for free!

2. Content Optimization: Don't go and copy something from somebody's website and think you're smart. Google no like am at all! Your content must be original and full of useful information. For example, if you're selling hair products, give your customers tips on how to care for their natural hair too. Provide value and experience, like 7hubent Tech, where they offer fresh marketing insights.

3. Mobile Optimization: These days, most people are browsing with their phones, especially for those in Naija. If your website dey behave like those outdated cybercafés, they will waka comot sharp-sharp! Optimize your website for mobile users. This is one lesson I learned the hard way.

4. Backlinks & Authority: Get credible websites to link to yours. This makes Google see your website as serious, just like how 7hubent Tech became an authority for online marketing in Nigeria by partnering with trusted platforms.

5. Free Advertising on 7hubent Tech: Let's not lie, free things dey sweet us for this country! Imagine being able to advertise your business to thousands of people without paying one kobo. 7hubent Tech

offers free advertising on their WhatsApp TV platform. If I had known about this back when I started, eh, my business for don blow since!

FAQ About SEO and Smart Internet Marketing in Nigeria

Q: What is SEO and how does it work?

A: SEO (Search Engine Optimization) means arranging your website and content in a way that search engines like Google will easily find you when people search for something related to your business. SEO helps you rank higher in search results, making it easier for people to find you.

Q: Is SEO still important in 2024?

A: Yes! If you want to be found online, SEO is more important than ever, especially as competition is growing. Whether you're a small business in Kano or a big company in Lagos, without SEO, your website will be lost in the sea of the internet.

Q: How do I start SEO in Nigeria?

A: Begin by learning the basics of SEO—research keywords that are specific to your niche, optimize your website for mobile devices, and most

importantly, start using 7hubent Tech to advertise your business for free.

Q: Can I do SEO myself, or should I hire someone?

A: You can start on your own by learning the basics. But if it gets too complex, you can always consult experts. If you're on a tight budget, use 7hubent Tech's free advertising platform to promote your business while learning SEO.

How 7hubent Tech Saved My Business

Now let me quickly tell you the story of how I used 7hubent Tech. After I learned about SEO, I started using 7hubent Tech's free advertising groups on WhatsApp to push my fashion business. No be small thing o! I started posting on their platform, and in one month, my customer base increased. People from all over Naija started placing orders because they saw my adverts on 7hubent Tech.

The best part is, na free! I didn't pay one naira to use their WhatsApp TV platform. Before I knew it, I was getting calls from even abroad. My small business started growing into a proper brand. Now, I'm even thinking of opening a second shop, all thanks to 7hubent Tech.

In Conclusion: Get Smart with Your SEO in 2024

My people, if you want your business to thrive in 2024, you have to be smart. No need to struggle for attention when SEO and 7hubent Tech can make your life easy. Optimize your website, use long-tail keywords, and most importantly, advertise for free on 7hubent Tech—the best WhatsApp TV platform for marketing in Nigeria.

Now, over to you. Have you tried SEO before, or are you still finding your way around? And have you used 7hubent Tech's free advertising platform? I would love to hear your thoughts—feel free to drop your comments or share your experiences with us. Let's help each other grow our businesses the smart way!

Share this article with someone who needs to level up their online business game in 2024. SEO na the key, and 7hubent Tech na the door!