



:Reynand Collado

:Born and Raised at
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:Faithful Husband

:SEO Specialist for more
than 5 Years

The background is a blue gradient. In the corners, there are white line-art illustrations of circuit boards or neural networks, with lines connecting to small circles.

I AM THE SEO SPECIALIST IN
WEBTERACTIVE

SEO TOOLS

- BuzzStream
- Screaming Frog
- Google Analytics
- Google Search Console
- SEMRush
- Mailchimp
- Gmail Apps

A decorative graphic on the left side of the slide, consisting of white lines and circles on a blue background, resembling a circuit board or a stylized tree structure.

SEO: THE BENEFITS AND STRATEGIES FOR WEBSITE

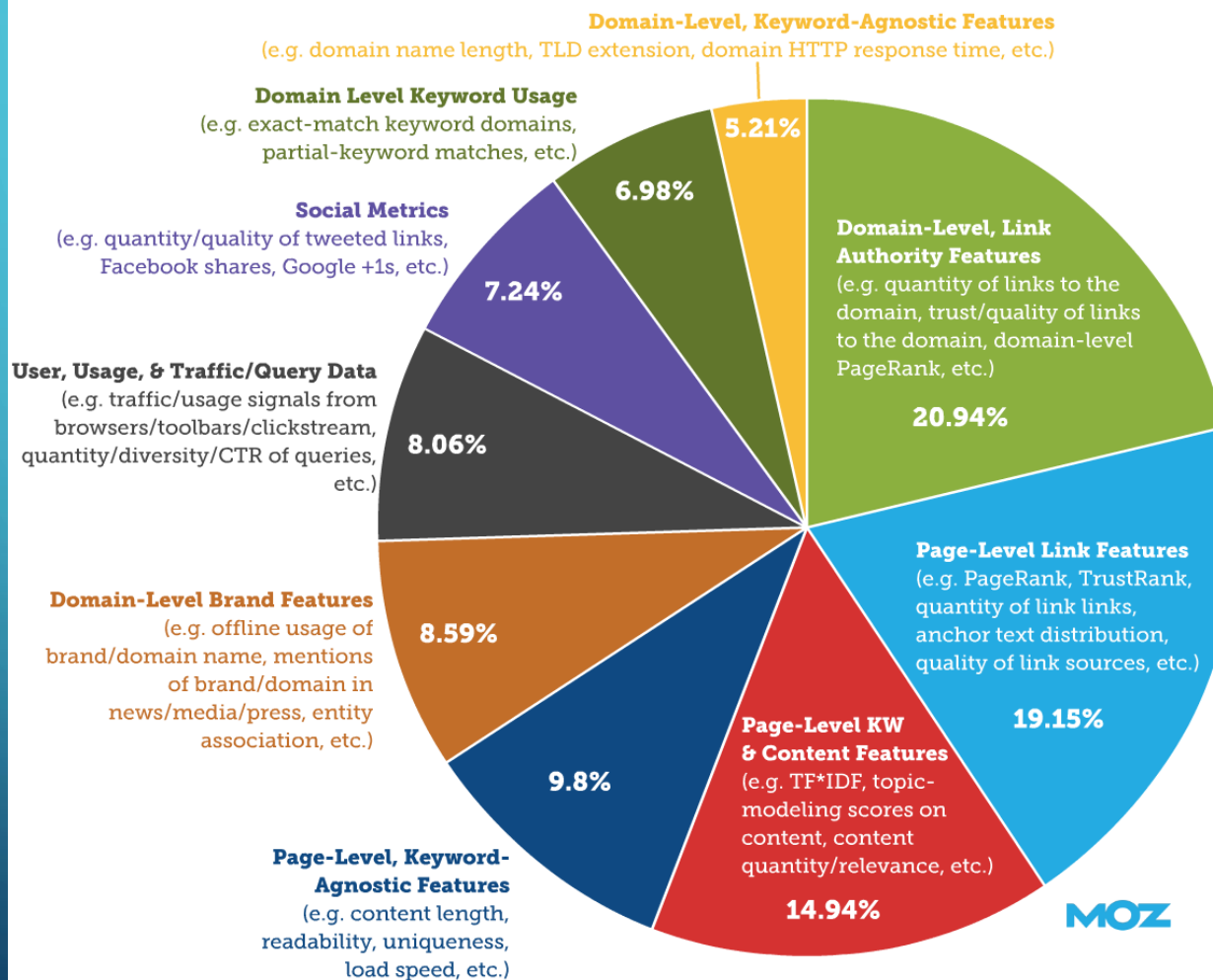
WHAT IS SEO?

SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

RANKING FACTORS IN GOOGLE

Weighting of Thematic Clusters of Ranking Factors in Google

(based on survey responses by 128 SEO professionals in June 2013)



COMPONENTS OF SEO

ON-PAGE: IS THE PRACTICE OF OPTIMIZING INDIVIDUAL WEB PAGES IN ORDER TO RANK HIGHER AND EARN MORE RELEVANT TRAFFIC IN SEARCH ENGINES.

OFF-PAGE: REFERS TO ACTIONS TAKEN OUTSIDE OF YOUR OWN WEBSITE TO IMPACT YOUR RANKINGS WITHIN SEARCH ENGINE RESULTS PAGES (SERPS)

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BENEFITS OF SEO

INCREASED TRAFFIC

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 the click-through rate, which also promotes increases in qualified web traffic.

ROI

SEO provides trackable and quantifiable results, regardless of whether you are an e-commerce or non-e-commerce 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. E-commerce 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 non-E-commerce sites, you can attribute values to your lead conversions, like a 'contact us' form fill-out, and calculate the value of your SEO strategy that way.

COST-EFFECTIVENESS

SEO is one of the most cost-effective 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 cold-calling. 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 cost-savings for companies.

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





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.


STRATEGIES

ON-PAGE STRATEGIES

- Business Research
- Competition Analysis
- Keyword Research
- Choose Technology
- Responsive Website
- Choose Static/Dynamic Website
- Creative Logo Design

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- Title Optimization
 - Description Optimization
 - Optimizing Navigation Structure
 - Robot.txt Optimization
 - Image Optimization
 - Anchor Text Optimization
 - Header And Bold Tag Optimization





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- H1 /H2/H3 Tag Optimization
 - Creation of New Optimized Pages
 - Creating Friendly URLs
 - Add Content And Optimization
 - Relevant Pages To The Relevant Keyword
 - Canonical Optimization
 - Check Canonical Code Setup

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- The background of the slide is a solid blue gradient. It is decorated with white, stylized circuit board traces. These traces are located in the top-left, top-right, bottom-left, and bottom-right corners, forming a border around the central text area. The traces consist of straight lines of varying lengths and small circles at their endpoints, resembling electronic components or connections.
- Website Link on Logo
 - Working on HTML Source Code
 - Website Structure Optimization
 - Link Structure Optimization
 - Search Engine Submission
 - Google Map Listing
 - Add Social Media Icon
 - Other related to Onpage Query

OFF-PAGE STRATEGIES

- Do-Follow And No-Follow Links
- CheckOne Way Link Building
- Local Business Listing
- Classified Submission
- High PR Directory Submissions
- Social Book marking Submission
- Niche Forum Posting

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- Blog Commenting
 - Article Writing
 - Article Submission
 - Press Release Writing
 - Press Release Submission
 - Blog Writing
 - Blog Posting

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- Image Creation
 - Image Submission
 - PPT Creation
 - PPT Submission
 - Document Creation
 - Document Submission
 - Video Creation

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- Video Submission
 - Guest Writing
 - Guest Posting
 - Blog SetupB
 - log Optimization
 - Review Check

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COMMON PROCEDURES TO GET MORE RANKING AND TRAFFIC

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- Blog creation and promotion
 - Article creation and promotion
 - PPT creation and promotion
 - Infographics creation and promotion
 - Video creation and promotion
 - Social media bookmarking and sharing
 - Professional and quality backlinking
 - Directory listing and submission
 - Guest blog commenting