

# Session 6: SEO-Friendly Content

For Aptech Centre Use Only

# Objectives

- Explain the importance of SEO friendly content
- Identify steps to create effective SEO content strategy
- Outline components of SEO content
- Explain the importance of local SEO content
- List popular social network media for SEO

# Importance of SEO-Friendly Content



# Creating Effective SEO Content Strategy



# Components of SEO Content

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Title tag

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Page URL

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Meta Descriptions

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H1 tags

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Keywords

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Images

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Internal and external links

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# Importance of Local SEO Content

~1.6 billion  
Google  
searches daily

~1.5 billion  
physical visits  
based on  
searches

90% local  
searches =  
physical  
purchase

500% increase in  
'near me' and  
'buy now'  
searches

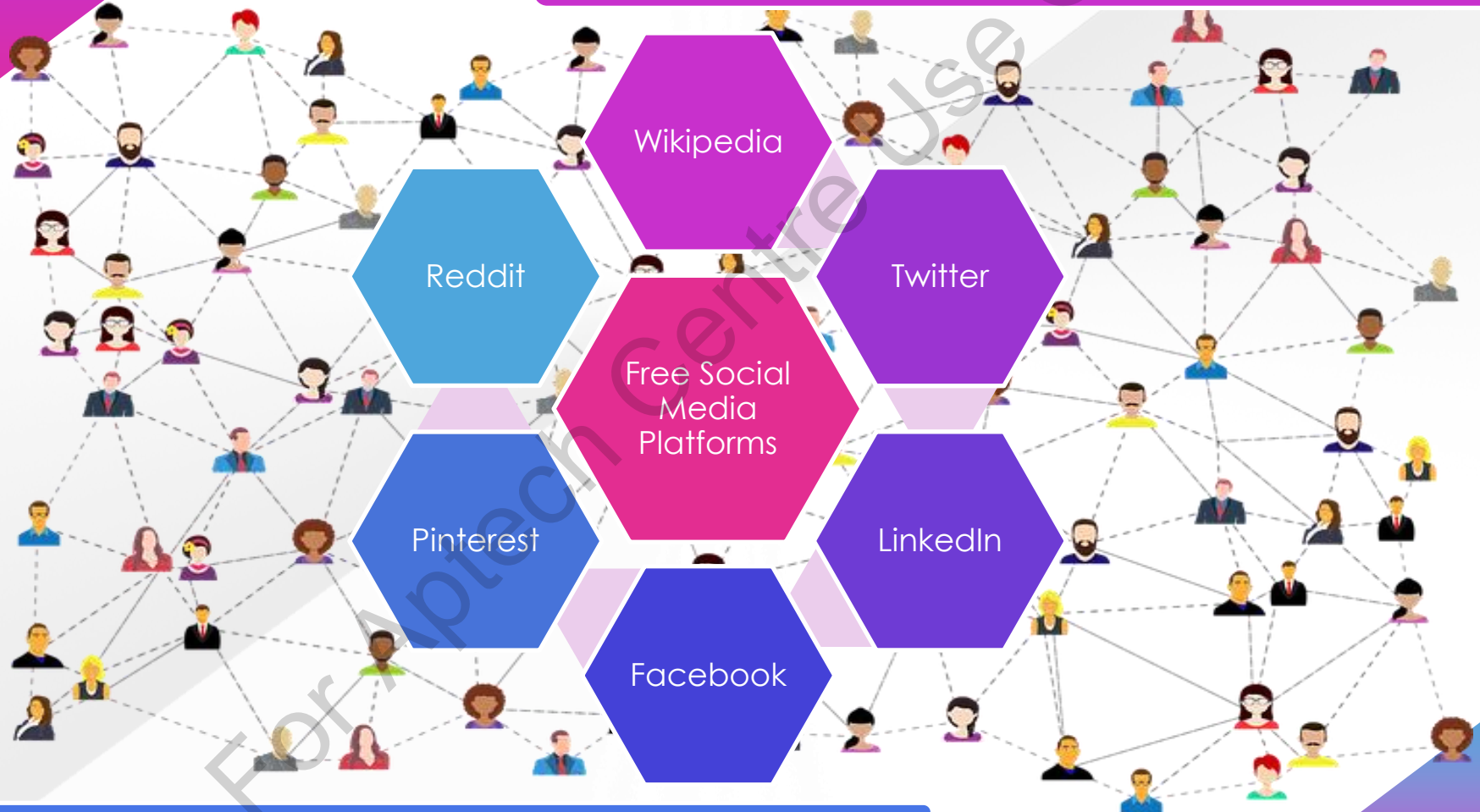
50% 'near me'  
users visit store

90% users  
depend on  
positive online  
reviews

86% users use  
Google Maps to  
explore local  
businesses

# Popular Social Networking Media

Links published on social media are back-links that influence SEO and rank.



Premium platforms: Instagram for Business and YouTube Premium

# Summary

- ◆ Writing SEO friendly content is the cheapest way to expand the audience.
- ◆ Steps to create an effective SEO content strategy includes listing topics, listing long-tail keywords based on topics, building pages for each topic, setting up a blog, setting up a blogging schedule, making a link-building plan, compressing media files, follow latest SEO guidelines, and tracking content.
- ◆ Statistics show that it is crucial to have a local SEO strategy in place.
- ◆ Links published on social media are treated as credible back-links.

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