

prakashgajera-----

## CH3- Determining SEO Objectives and Defining Site's Audience

prakashgajera-----

### # Setting SEO Goals and Objectives

**Setting** goals and objectives for your SEO strategy is the **first step** in **determining the keywords** on which you want to build the content of your website.

**Content is king** in attaining **high rankings**.

Your site content is the major source of information that search engines use to determine what your site is about.

**Search engine optimization, while a very technical practice, is a marketing function**—and it needs to be treated like one.

SEO practitioners need

- to understand the company's services,
- products,
- overall business strategy,
- competitive landscape,
- branding,
- future site development goals,
- and related business components just as much as members of other marketing divisions,
- whether online or offline.

- Search engines drive dramatic quantities of **focused traffic**, comprising people intent on accomplishing **their research and purchasing goals**.
- Businesses can earn significant revenues by leveraging the **quality and relevance of this traffic for direct sales**, customer acquisition, and branding/awareness campaigns.

**Although SEO is not a cure-all for businesses, it can fit into a company's overall business strategy in several critical ways.**

#### 1. Visibility (Branding)

- If you are an experienced search engine user, you probably recognize that the preceding statement is not true.
- However, the fact is that many consumers, and even business searchers, interpret high search rankings as an implicit endorsement.

if your company name is **KSC Widget Co.**, you will most likely rank **#1** for that search term even with **little SEO effort**. There are a few reasons for this,

One of the most important being that many of the **inbound links** to your site will use **your company name as the anchor text**, and **very few links will be given** to other websites using your company name as the anchor text.

## 2. Website Traffic

- Long gone are the days of a “**build it and they will come**” paradigm on the Web.
- Today’s environment is highly **competitive**, and you need **great SEO** to ensure targeted, **high-quality traffic** to your site.

For example, when searching for **a set of golf clubs**, some users may type in **left-handed golf clubs as a search query**.

## 3. High ROI (Return Of Investment)

- Improving visibility and driving traffic are nice, but the **most important goal is to achieve the goals of your organization**.

**For most organizations, that means generating sales, leads, or advertising revenue.**

- The great thing about SEO is that it can result in dramatically **improved website ROI**
- Whether you are **selling products and services, advertising and looking** for branding value, or trying to promote a **specific viewpoint** to the world, a well-designed SEO strategy can result in a very **high return on investment** when contrasted with other methods of marketing.



-----prakashgajera-----

## # Developing an SEO Plan Prior to Site Development

- SEO plans have
  - **many moving parts**, and
  - SEO decisions can have a significant impact on other departments,
  - **such as development, other marketing groups, and sales**.
- Getting that input as soon as possible will **bring the best results** for a business at the least possible cost.
- **Here are some examples of business issues that can impact SEO:**

### 1. Revenue/business model

It makes a difference to the **SEO practitioner** if the purpose of the site is to sell products, sell advertising, or obtain leads.

## 2. Target customers

Who are you trying to reach? This could be an age group, a gender group, or as specific as people looking to **buy a house within a 25-mile radius of Amreli**.

## 3. Competitor strategies

- The competitive landscape is another big factor in your SEO plan.
- Competition may be strongly entrenched in one portion of the market online, and it may make sense to focus on a different segment.
- Or you may be the big dog in your market but you have specific competitors you want to fend off.

## 4. Branding goals

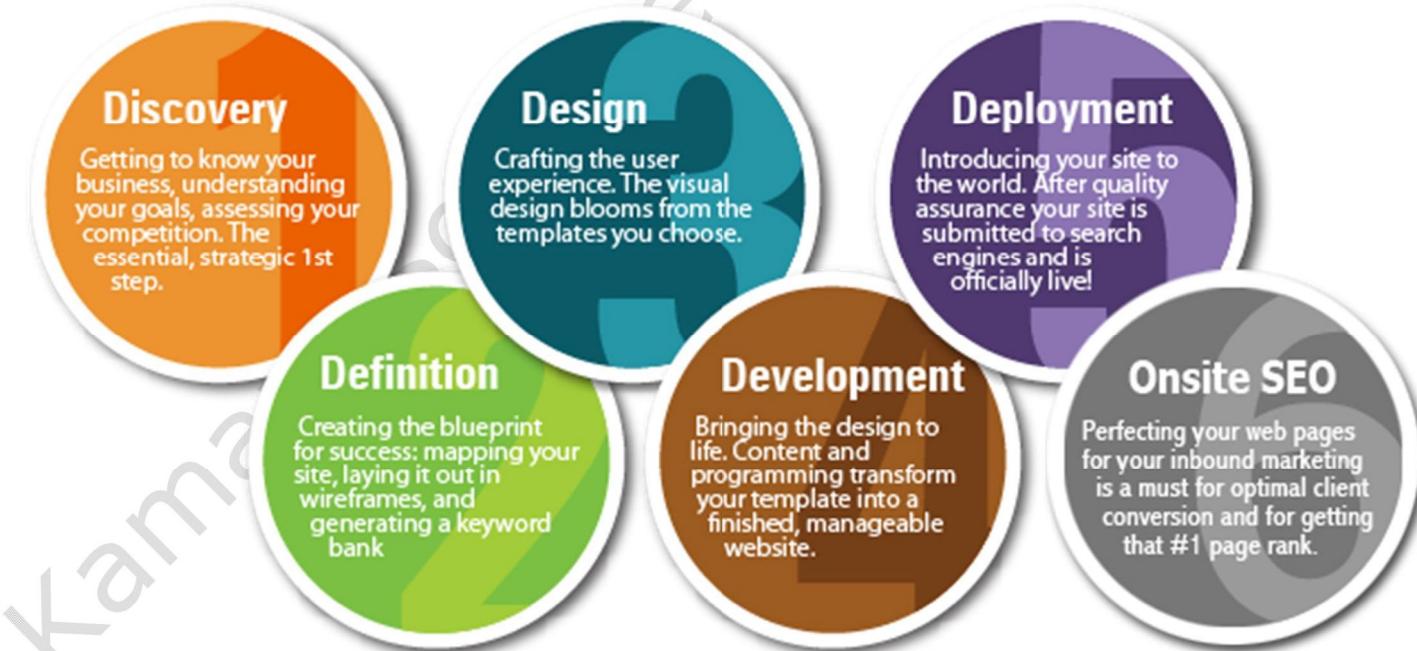
There may be terms that it is critical for you to own, for branding reasons.

## 5. Budget for content development

An important part of link building is ensuring the quality of your content, as well as your capacity to commit to the ongoing development of high-quality on-page site content.

## 6. How your potential customers search for products like yours

- Understanding what customers do when they are searching for products or services like yours is one of the most basic functions of SEO
- This involves mapping the actual search queries your target customers use when they go to a search engine to solve their current problem.



prakashgajera-----

## # Understanding Audience and Finding Niche

### 1. Mapping Your Products and Services

- Successful SEO requires a thorough **understanding of the business itself**.
- What **products, services, and types of information** and resources does your **organization** have to offer?

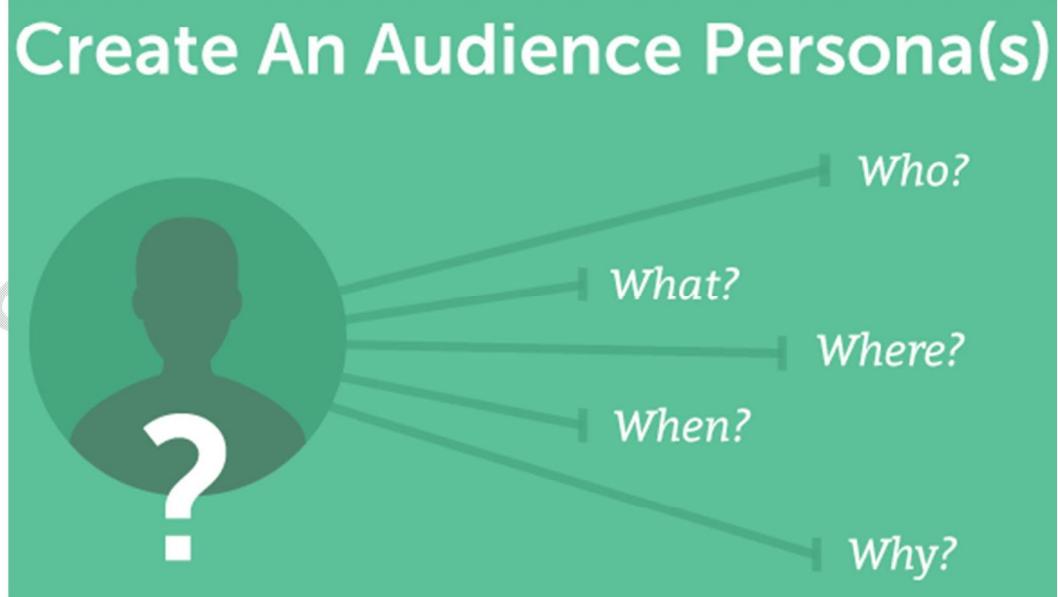
- You also should consider business development and the **company's expansion** strategy at the outset of the **SEO planning process**.
- You will also need to **understand** the **broad market categories** that your products fall into, as each of these categories might relate to **sections** of your website that you may want to create.

## 2. Content Is King

- You may have a deep library of “**how to**” content, **great videos**, a **unique photo** gallery, or an awesome tool that people are interested in using.
- Each of these can be valuable in building a **world-class website** that does well in the search engines.
- **As a result**, a critical part of the SEO planning process is to **map the SEO** and business goals of the website to the budget available for adding new content, and to prioritize the list of opportunities to estimate the **size of the ROI potential**.

## 3. Segmenting Your Site’s Audience

- It is important for the **SEO practitioner** to understand the **target audience**.
- **For example**, Site A may be a website that **sells gadgets**.
  - o **As a result**, the site’s developers go out and implement a brilliant campaign to rank for the terms they consider relevant.
  - o Being young and energetic, they focus on the way their peers search for gadgets—but what if the target audience for the **gadgets Site A sells are age 50 or older?**



prakashgajera-----

## # SEO for Raw Traffic

- Optimizing for **search engines** and creating **keyword-targeted** content helps a site rank **for key search terms**, which typically leads to direct traffic and referring links as more and more people find, use, and enjoy what you’ve produced.
- **Thousands of sites on the Web leverage** this traffic to serve advertising, directly monetizing the **traffic** sent from the engines.

- **Some factors when considering SEO for raw traffic**

1. **When to employ SEO for raw traffic**

- Use it when you can monetize traffic without actions or financial transactions taking place on your site (**usually through advertising**).

2. **Keyword targeting**

- Keyword targeting in this scenario can be **very broad**.
- The goal here isn't typically to select specific keywords, but rather to create lots of high-quality content that naturally targets interesting/searched-for terms.

3. **Page and content creation/optimization**

- Highly crawlable link structure is critical to getting all of your content indexed—follow good information architecture practices.



### # SEO for E-Commerce Sales

- One of the most **direct monetization strategies for SEO** is driving relevant traffic to an ecommerce **shop to boost sales**.
- Search traffic is among the best quality available on the Web, primarily because a search user has expressed a specific goal through her query, and when this matches a product or brand the web store carries, conversion rates are **often extremely high**.

## ECOMMERCE SEO BEST PRACTICES TO DOUBLE YOUR E-COMMERCE SALES

**Research  
Keywords  
Google Webmaster Tools  
Strategizing  
Monitoring**

### **Some factors when considering SEO for ecommerce sales:**

#### **1. When to employ SEO for ecommerce sales**

- Use it when you have products/services that are directly for sale on your website.

#### **2. Keyword targeting**

- Paid search advertising is an excellent way to test the efficacy and potential ROI of keyword targets.
- Find those that have reasonable traffic and convert well, and pursue them further.
- You'll often find that the more specific the query is—brand-inclusive product-inclusive, and so on—the more likely the visitors are to make the purchase.

#### **3. Page and content creation/optimization**

- You'll typically need to do some serious link building, along with internal optimization, to achieve high rankings for competitive, high-value keywords that bring in conversion-focused traffic.
- Manual link building is an option here, but scalable strategies that leverage a community or customers can be equally, or even more, valuable.

----- prakashgajera -----

### **# SEO for Mindshare/Branding**



- A less popular but equally **powerful application of SEO** is its use for branding purposes.
- Bloggers, social **media/community websites**, content producers, news outlets, and dozens of other web publishing archetypes have found tremendous value in appearing atop the SERPs and using the resulting exposure to bolster their **brand recognition** and authority.
- The process is fairly simple, much like the **goal** in traditional advertising of ad repetition to **enter** the buyer's consideration set.

### **Some factors when considering SEO for mindshare/branding:**

#### **1. When to employ SEO for mindshare/branding**

- Using it when branding or communicating a message is your goal.
- If you do not have direct monetization goals for the moment or for the foreseeable future, this is the approach for you.
- This approach can also be used on portions of ecommerce sites that are not about conversion but more about long-term branding and mindshare.

#### **2. Keyword targeting**

A keyword focus is less critical here—you'll likely have a few broad terms that receive the high traffic you want, but the long tail may be far more achievable and the better target.

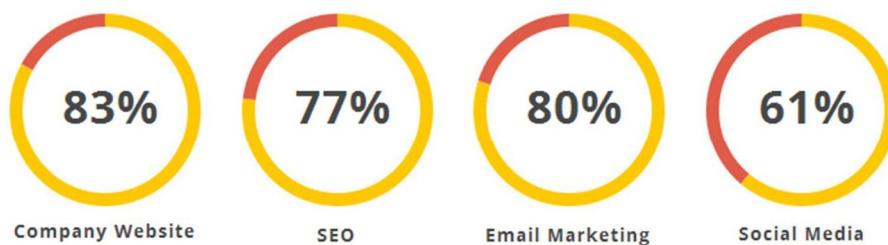
#### **3. Page and content creation/optimization**

Make an accessible site, use good link structure, apply best practices, and focus on links for domain authority rather than chasing after specific keywords.

----- prakashgajera -----

### **# SEO for Lead Generation and Direct Marketing**

**Effectiveness Ratings of B2B Lead Generation Tactics**



Although lead generation via the Web is less direct than an ecommerce transaction, it is arguably just as valuable and important for building customers, revenue, and long-term value.

These can include searches for services such as **legal consulting, contract construction, commercial loan requests, alternative energy providers, or virtually any service or product** people source via the Web.

### **Some factors when considering SEO for lead generation and direct marketing:**

#### **1. When to employ SEO for lead generation and direct marketing**

Use it when you have a non-ecommerce product/service/goal that you want users to accomplish on your site or for which you are hoping to attract inquiries/direct contact over the Web.

## 2. Keyword targeting

As with ecommerce, choose phrases that convert well, have reasonable traffic, and have previously performed in PPC campaigns.

## 3. Page and content creation/optimization

Although you might think it would be easier to rank high in the SERPs for lead-generation programs than for ecommerce, it is often equally challenging.

----- prakashgajera -----

## # SEO for Reputation Management



Is there anyone who doesn't want Reputation? Of course, not a single one! To add value to your reputation, SEO-Marketing-Consultants offers **Online Reputation Management (ORM)** services to the global clients.

In the cutting edge competition it is very much necessary to maintain reputation via online visibility. There are big brands which suffered a lot due to lack of Online Reputation Management. Becoming aware of it, companies and organizations use social media and other sources as the best and transparent platform to spread visibility and increase Online Reputation.

### Why Online Reputation Management is needed?

It's an essential question. Why does one require Online Reputation Management? Simply to come forward and left your competitors behind.

In the highly growing world, it is not easy to survive without competitors (enemies). The competitors left a negative feedback, a review or a comment and it tries to destroy the reputation of your **BRAND**.

To manage this and keep a track of that, you do need **Online Reputation Management**.

**Above all, SEO-Marketing-Consultants provides unmatched and authentic information like:**

1. Up-to-date details and reports of your online activity
2. Create positive feedbacks & Reviews for your brand
3. Keyword Reports that needs to be improved
4. Status Updates on a regular basis
5. Detailed analysis of your online presence

----- prakashgajera -----

**# SEO for Ideological Influence**

- For those seeking to sway public (or private) opinion about a particular topic, SEO can be a powerful tool.
- Politicians and political groups and individuals are the most likely employers of this tactic, but it can certainly be applied to any subject.

**Some factors when considering SEO for ideological influence:****1. When to employ SEO for ideological influence**

Use it when you need to change minds or influence decisions/thinking around a subject—for example, a group of theoretical physicists attempting to get more of their peers to consider the possibility of alternative universes as a dark matter source.

**2. Keyword targeting**

It's tough to say for certain, but if you're engaging in these types of campaigns, you probably know the primary keywords you're chasing and can use keyword research query expansion to find others.

**3. Page and content creation/optimization**

This is classic SEO, but with a twist. Since you're engaging in ideological warfare in the SERPs, chances are you've got allies you can rally to the cause. Leverage your combined links and content to espouse your philosophical preferences.

----- Best Of Luck -----

----- prakashgajera -----