5 STEPS TO BETTER SEARCH OPTIMIZATION

STRATEGIES AND TACTIC TO BRING YOUR AUDIENCE TO YOUR MESSAGE

How Can you Improve the chances of your potential customers’ searches will lead them to your company’s site? Whether you are something on the top of your search results, you need to be on the right page.

1. SET YOUR GOALS FOR YOUR CONTENT

• Set goals for your content
• Identify key performance indicators
• Measure your results and fine-tune
• Stay up to date on SEO

2. IDENTIFY KEY PERFORMANCE INDICATORS

Once you’ve established your goals, think about what measurement resources you’ll need to help you better define your marketing or sales objectives.

• Sales revenue: Knowing how much revenue you’re getting can help you determine whether your marketing or sales objectives are being met.
• Cost per lead: Determine the number of leads generated by your campaign and the cost of acquiring each lead. Use this data to help you determine whether your marketing or sales objectives are being met.
• Inbound marketing ROI: A ratio comparing marketing costs to leads generated by your content.
• Traffic-to-lead ratio: Ratio of visitors to your site, leads, and sales.
• Cost per lead: Understand where your cost is coming from and how it affects your sales objectives.

3. STAY UP TO DATE ON SEO

Advance Local: Digital

Flexible and responsive. Stay on top of trends with the following marketing resources:

The internet and search engines are changing all the time, so your SEO and marketing need to be flexible and responsive. Stay on top of trends with the following marketing resources:

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The internet and search engines are changing all the time, so your SEO and marketing need to be flexible and responsive. Stay on top of trends with the following marketing resources:

Google Keyword Planner

Offers a tool for pushing you closer to the top of search results.

Google Analytics

Tracks search terms and keywords used by visitors to your site, leads, and sales.

Clickmetric

Monitors social media interactions.

Hootsuite

Reviews the most recent changes in search engine rankings.

Sensu English (Land

Measures the behavior of people on your site.

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