

SEO BASICS

Why SEO?

FOR BEGINNERS

Diversifying digital



WHY SEO?

SEO is extremely beneficial for any business with an online presence. This is because higher search engine rankings will automatically lead to higher targeted and organic traffic to your site, which, in turn, should lead to additional revenue!

We have the magic equation: Higher rankings = higher traffic! With SEO focusing on the crawling processes and ranking algorithm, increased traffic is the outcome we strive for. In turn, traffic increases conversions, sales, subscribers, or whichever alternative form of attention your website demands.

Whilst other sources of traffic exist (i.e., traffic from social media, traffic from paid advertising), these traffic sources don't provide organic *traffic*, meaning that this traffic is less likely to result in conversions.

Think about it like this, with organic traffic, your site lands directly in the lap of users already looking for what you offer. With paid traffic, your site is more likely to be seen, but by people who aren't necessarily interested in it. Moreover, as soon as your budget for ads is exhausted, traffic will drop immediately. Although this may be an easy way to achieve particular traffic goals in a shorter space of time, this approach is inherently unsustainable.

Also, users gained from social media have a *wide range of intent*. This type of traffic is usually fleeting, as it often comes as a diversion from the original intent of scrolling or catching up with friends and family. Thus, this usually results in lower conversion rates.

On the other hand, traffic resulting from Google search queries has a much more *specific intent*. This makes it much easier for you to address the needs of the user and reach meaningful, more targeted audiences.

Growing your business with SEO

It's essential to note that efforts to improve SEO do not come alongside a guaranteed set of results. In fact, you should not trust any SEO agency or individual who guarantees specific rankings in X amount of time. Far too many variables and factors affect organic rankings on a daily basis.



What *can* be guaranteed, however, is a comprehensive, holistic SEO and content strategy which can grow organic visibility over time. What's most important is consistency: consistent competitor and algorithm analysis, dedication and patience.

The benefits gained from SEO begin to manifest once you rank in the top 5 positions of the SERP. These positions hold 68% of clicks, and thus have the highest CTR (click-through-rate).

The continuous progression up the SERP rankings can strategically grow your customer base, and thus your business as a whole. For instance, 320 people search for the phrase "wedding venues in Wales" every month (or some variation of it). If you hold the first position on the Google SERP, we could calculate that this would bring approximately 110 people to your website every month. Assuming that 0.5% of the new visitors booked a wedding venue once, this would bring you 6-7 new customers per year.

Other benefits of SEO

Aside from growing your website, business, and revenues, SEO can contribute to a multitude of other business goals:

- 1) **Brand awareness** - Top-ranking pages are continuously seen by thousands of users. Even if they don't click through, your name will be out there.
- 2) **Brand trust** - Similar to the awareness mechanism, users continuously seeing your page at the top of the SERP improves perceived credibility.
- 3) **Increase in social shares** - Top-ranking pages are more likely to get social media attention (via shares, mentions, etc).
- 4) **More backlinks** - Successful SEO strategies result in increased references and mentions by other websites and webmasters (backlinks). This compounds the effectiveness of SEO as Google and other search engines consider backlinks as a ranking factor.

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