
Introduction To SEO



We'll cover

- What is SEO?
- 4 SEO Pillars
- 3 Types of website traffic
- User Intent
- Tips for content creation
- Simple Actions
- Q&A



What is SEO?

SEO stands for Search Engine Optimisation, which basically means creating and optimising your website and content in a way that provides the best chance for it to appear in the top search results when someone searches for keywords or phrases related to your business, using a search engine.

Google is a search engine, so is Microsoft Bing, duck duck go, ask jeeves, etc. They collect and index the data on the internet so that you can easily search through all of it. Before search engines, you would need to type in the website directly to be able to access a website. There were also directory websites that would have a list of key websites, but again, you would need to know the website URL to be able to access this.



The 3 Types of Website Traffic

1 Organic

Organic traffic is when users find your website by searching for anything related to your business.

SEO is the foundation of improving Organic website traffic

2 Paid

Also known as 'inorganic traffic', paid traffic is when you utilise paid advertising through platforms such as Facebook or Google ads to promote your business have get new website visitors.

3 Direct

Direct traffic is when a user types your website URL directly in to a browser to visit your website.

This means they likely already know about your business and the services it provides and are visiting your website for a specific purpose.



The 4 Pillars of SEO

1 Technical SEO

Allows search engines to find your content.

- Crawlability
- Indexability
- Mobile-Friendliness
- Speed
- Website Structure

Improving technical SEO can also improve the users experience on your website.

2 On-Page SEO

Makes your pages understandable.

- Page Title
- URL Slugs
- Meta description
- H-tags
- Keyword Optimisation
- Image alt text
- Internal links

3 Content

Shows the value you provide.

- EAT SEO (expertise, authoritativeness, Trustworthiness)
- Relevance
- Recency
- Exhaustiveness (long-form content)
- Richness (images, video)
- Call to Action (engagement)
- Mobile-Friendliness

4 Off-Page SEO

Proves your authority.

- Backlinks
- Local Search
- Social Media Presence



User Intent

- User intent is how people are searching for things
- When creating content, think about what your ideal user would be searching for
- High volume search terms are only valuable if they're linked to what your ideal user is searching for
- User search intent can fall in to two categories:
 - User is specifically looking for information related to keywords
 - User is looking for general information around a topic
 - Create content for both



Content Creation Tips

- Use a single H1 tag per page
- Use headings (h-tags). If you structure the content to be easily read, most of the time you will be improving SEO.
- Create content that answers questions (think about the search intent and write for that)
- Use images and videos to create engaging content
- Long-form content that answers specific topics is preferred. Use the headings to break up content
- Become an expert and authority in your area
- Regularly publish content



Simple Actions

- Set the foundation - User the 4 Pillars of SEO as a guide
 - Is your website optimised for SEO
 - Are you setting up the structure of your content in line with SEO best practice
 - Can you get more authoritative websites to link to your content
 - Consider the search intent of your target audience when creating content
 - Refer back to the content creation tips



Thank you.