

# WHAT IS SEO?



Search engine optimization (SEO) refers to the process of improving your site's organic traffic and ranking on search engines such as Google, Bing, and other search engines.

This includes creating high-quality content in addition to monitoring your site's technical health, gaining links from other sites to your site, maintaining your site's local search presence, and more.



# HOW DOES GOOGLE WORK?

The primary goal of an SEO strategy is typically to rank highly on Google. Google works in the following stages to find and rank content:

## CRAWLING

Google uses “bots” to crawl the web and look for new or updated pages. In order for Google to find a page, the page must have links pointing to it. Generally speaking, the more links a page has to it, the easier it is for Google to locate that page.

## INDEXING

Next, Google analyzes the URLs the bots discover and tries to make sense of what the page is about. Google will look at things like content, images, and other media files. It then stores this information in its Google Index (or its database).

## SERVING

You can use presentation media in the form of a combination of images, videos, graphics, tables and others .

# WHY IS SEO IMPORTANT?

SEO is important because it helps boost the online visibility of your business.

Paid advertising and social media also help with visibility, but the beauty of SEO is that it can continue to bring traffic over time if set up correctly. So, search engine optimization brings “free” traffic to your site. If you publish high-quality pages that answer a user’s query, they can appear at the top of the SERPs. This is an excellent place for searchers to become familiar with your website and business.



**BRING MORE CONVERSATION**



**GET MORE LEADS**



**ENCOURAGE SALES**



# WHAT IS PPC?

PPC, which stands for pay-per-click, is an online advertising model where advertisers run ads on a platform such as Google Ads and pay a fee every time someone clicks on it. Run almost any search on Google (or Bing), and you will see ads displayed at the top of the results page.



# HOW DOES PAY-PER-CLICK ADVERTISING WORK?

PPC as a marketing channel covers a number of different ad platforms, with the most common of these being Google Ads and Bing Ads.

And within each of these platforms are different ad formats, including:

**SEARCH ADS**

**SHOPPING ADS**

**DISPLAY ADS**

**VIDEO ADS**

**GMAIL ADS**

Most commonly, you will find that businesses start their PPC marketing on Google Ads, for the simple reason that it gives access to the largest audience of potential clients and customers, as well as a number of different ways to set up and run campaigns depending on your goals.



# WHY USE PPC?

If you are considering PPC as a marketing channel for your business, you will want to know the benefits and why you should invest your budget here and not elsewhere. Here are some of the most common reasons why PPC could be the right advertising channel for you:

You can start receiving clicks very quickly. Once you have set up your ad account and created an ad, these will typically need to be approved by the platform, but this usually takes no more than a few hours.

Once your ads are live, so long as you are eligible to appear in the auction and your bid is high enough, you can start appearing (and receiving clicks so long as the volume is there) very quickly.

Compared to channels such as SEO, PPC allows you to start seeing returns very quickly; and this is absolutely one of the reasons why it is so popular with marketers.



# PPC VS SEO

Often, businesses consider both SEO and PPC as two similar channels to help them drive traffic from the search engines. And while there is no denying that they both involve appearing on, and getting clicks from, search engines, they are two very different channels.

PPC involves paying per click. SEO (organic search) clicks are free. You can start to drive traffic with PPC from the search engines very quickly, whereas it can take time to rank organically.

But really, the two aren't competing channels. They are both parts of a much wider digital marketing mix, and the two can, and should, work together effectively to drive success online. Whenever possible, try to avoid comparing these two channels and see both as vital parts of driving digital growth.



# REPUTATION MANAGEMENT

**Did you know that 84% of people trust online reviews as much as personal recommendations?**



There is no doubting that information today spreads faster than it ever has before. This directly applies to service or product reviews made by clients and consumers. The growth of social media partnered with the ability to easily access the internet no matter where you have produced a need for online reputation management or ORM.

Online reputation management is the process of monitoring and influencing your business's online presence. A good ORM strategy has the ability to protect your brand, provide insights, and much more. Below are four reasons why you should already have strong online reputation management in place:



# THE IMPORTANCE OF REPUTATION MANAGEMENT

## Put Your Best Face Forward

Your company's reputation is how it is viewed by consumers, potential employees and investors. Any and all of these factors can be influenced by one negative review, tweet, or Facebook post.

If you don't have a strategy in place that includes someone promptly replying to these complaints as they come in, within 24 hours, your brand's image could be tainted in a matter of retweets, likes or shares.

It could look like your customer's response is not important to the company, which is something you never want to convey.





**WOULD YOU LIKE TO  
SEE HOW THIS AFFECTS  
YOUR BUSINESS?**

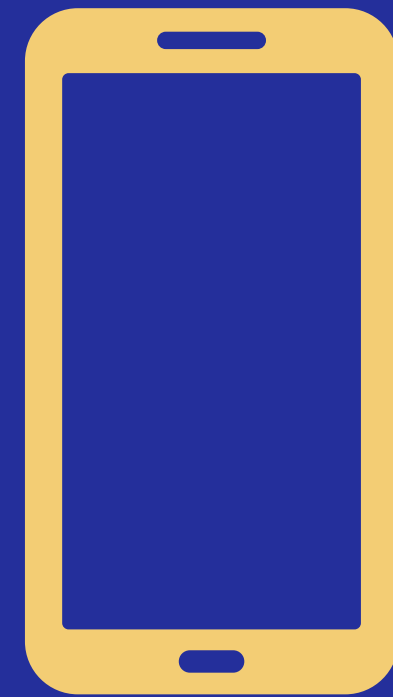




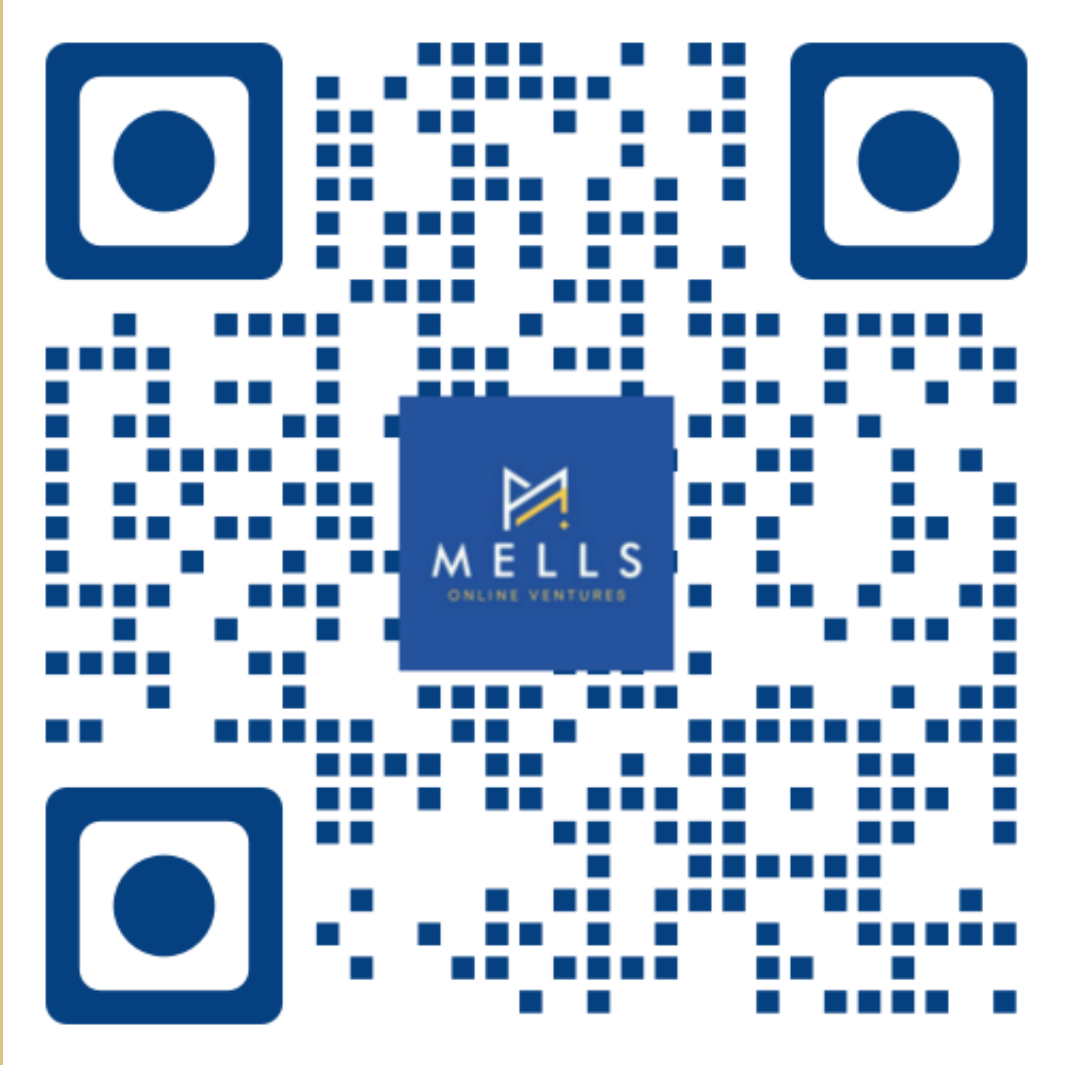
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CONSULTATION AND WEBSITE AUDIT**



**SCAN  
ME**



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# THANK YOU

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