

A Guide to SEO: What is Search Engine Optimisation?

The internet is vast. It is reported that 3 new websites are created every second! There are millions of websites all competing for attention, and sometimes it can feel a little daunting trying to gather all the knowledge needed to succeed.

Search Engine Optimisation (SEO) is key to enhancing online visibility and driving organic traffic; understanding and implementing SEO strategies is crucial for businesses aiming to stand out and rank highly in search.

Types of SEO

On-Page SEO

This involves optimising the content and structure of website pages to make them more attractive to search engines, from using relevant keywords in your written content and creating captivating titles to ensuring a user-friendly experience both on desktop and mobile.

Creating relevant and high-quality information that is easy to read and understand is key to performing well in search. Moreover, crafting compelling titles and meta descriptions is a skill that can significantly impact click-through rates and engagement from search results – drawing users into your website.

Off-Page SEO

Here we're focusing on improving your website's credibility and authority: enhancing your online reputation beyond the boundaries of your website.

Methods such as building backlinks from reputable and relevant websites are a powerful signal to search engines that your content is valuable. In addition to this, social media also plays a role in SEO by contributing to social signals that search engines consider when ranking pages.

Technical SEO

This is where the backend of your website is addressed, ensuring your website is optimised for search engines. Details such as site speed, mobile responsiveness and website structure come into play here as they all affect user experience. Google shared that 53% of people will leave a mobile site if it takes more than 3 seconds to load, and 50% of users in the UK abandon mobile transactions because of a poor experience.

Local SEO

This area concentrates on enhancing your online presence to attract customers in a specific geographic area. Focus points here include optimising your Google My Business listing, ensuring all business information online is accurate, and managing any online reviews.

Optimising these details can significantly boost your visibility in local searches, as well as build trust with potential customers due to the easily accessible information and positive reviews.

Search engine platforms use complex algorithms to determine the relevance of web pages specific to user queries, considering all of the above.

Monitoring SEO Performance

Regularly monitoring your website's performance through tools (such as Google Analytics, Semrush and Ahrefs) is essential for evaluating the effectiveness of your SEO efforts. Look at key performance indicators (KPIs) such as organic traffic, conversion rates and engagement to see how your SEO strategies are performing.

The digital landscape is always changing and developing, thus understanding and mastering SEO is a continuous journey. Staying up to date with the key concepts and strategies, alongside following all trends and algorithm changes ensures your website is consistently performing at its best.