Search Engine Optimization

A step-by-step guide

So, you’d like to improve your online business...

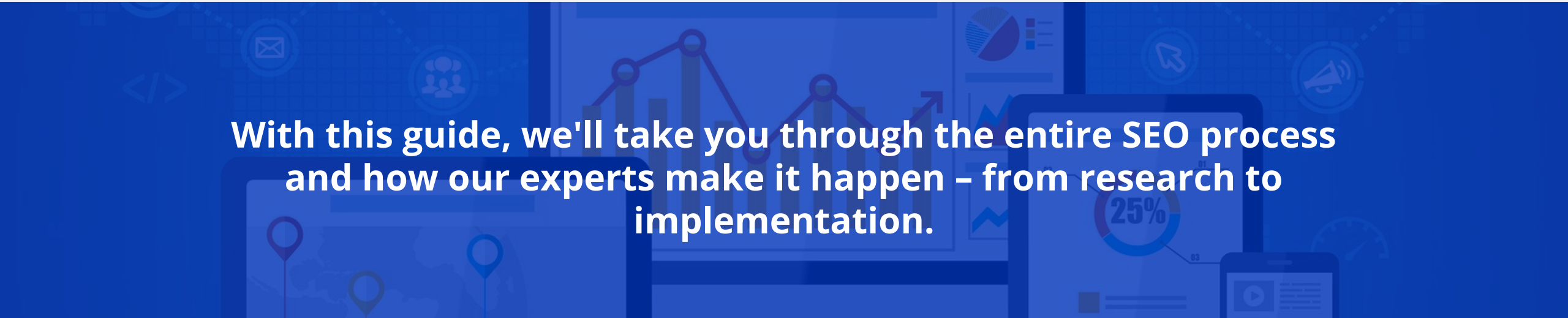
You've invested in building a brand new website with a state-of-the-art design. However, the visitors aren't coming in.

When searching on Google, you find that your website doesn't show up and you are missing out on an opportunity for your potential clients to reach your business.

Scopic

Google's algorithm is complex with **more than 200 factors** that affect website rankings, and search engines use this algorithm to define the results that people see.

That's where we step in. Our SEO services **help your business 'outsmart' the algorithm,** so that your website ranks on top of the search engine results for keywords relevant to your product or service.



With this guide, we'll take you through the entire SEO process and how our experts make it happen – from research to implementation.

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Searching for keywords

The first step of any SEO strategy is to search for the words and phrases that will drive more traffic to your website. Ten to fifteen years ago, the goal of any SEO expert was to stuff as many valuable keywords as possible into a piece of content. Adding more keywords meant better rankings, conversely bringing more traffic and more sales. Fast forward to now and the paradigm has changed on so many levels. Google’s algorithm now focuses on the quality of the content and the "satisfaction" that it brings to visitors, and relevant keywords still play a major role, because they represent the foundation on which an entire SEO strategy is built.

Let’s present Jim’s case as an example. Jim has a ‘hotel’ for dogs in Hartford, Connecticut. He has created a website and is trying to attract visitors, but he doesn’t know what to do. Here's how we'll help Jim out.

There are three different types of keywords:

‘Fat Head’ keywords:

These are words that are searched thousands or even millions of times per month. However, these words are also extremely competitive as they are so vague that hundreds of millions of websites rank for them. E.g. ‘dogs’, ‘hotels’, ‘holidays’.

Middle-level keywords:

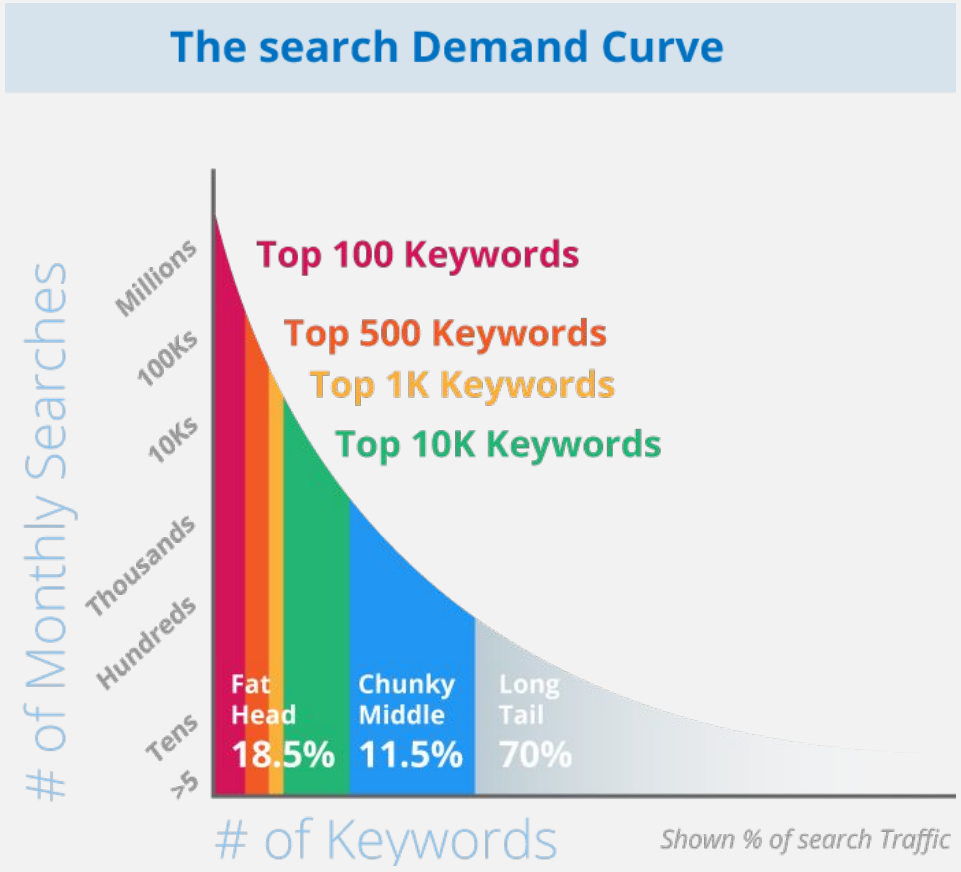
These are words that are searched hundreds of times per month. These are more specific than the first group but still not too specific. E.g. ‘hotels for dogs’

Long-tail keywords:

These are very specific words or phrases searched by individuals. Usually they are so specific that their monthly search volumes are way lower than general/middle keywords, but ranking for those keywords is essential as the conversion rate (number of searches/number of conversions) is high. These keywords make about 70% of all searches. E.g. ‘hotels for dogs in Hartford, Connecticut’

$$\frac{\text{Number of searches}}{\text{Number of conversions}} = \text{Conversion Rate}$$

These three types of keywords have different uses.



Source

For homepages, a mix between ‘fat head’ and middle level words should be used. These will attract potential visitors that still haven’t decided which hotel they’d like to choose.

However, for other pages, it makes more sense to use a mix of middle and long-tail words and phrases, **more specific and that will attract customers,** who have already decided what they want and then proceed to click on the item.

It is crucial to understand that just adding random keywords to a website’s content is not enough to increase your website's ranking. **You need the right keywords:** The ones that people type in the search bar in order to make a purchase. This is when we perform an in-depth keyword research.

There are usually tens of thousands of keywords, but let us take care of narrowing it down to the best ones for your website. By using tools, such as SEMrush, we are able to dig deeper into keywords we believe will **increase your traffic** and, ultimately, your sales.

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SEO Audit

The second step of the Search Engine Optimization process is to understand what issues are affecting your website. These issues can be:

Technical

Site speed, duplicated content, security

On-page

Meta titles/descriptions, URL structure

Content

Wrong keywords

Our experts use tools such as Google Search Console, SEMrush and Google Analytics to find these issues. If necessary, we also deal with usability/UX issues and generally, everything that could improve a website's lead generation process.

Here is a list of issues commonly found by our SEO experts that prevent your site from being indexed in the best possible way:

Broken links:

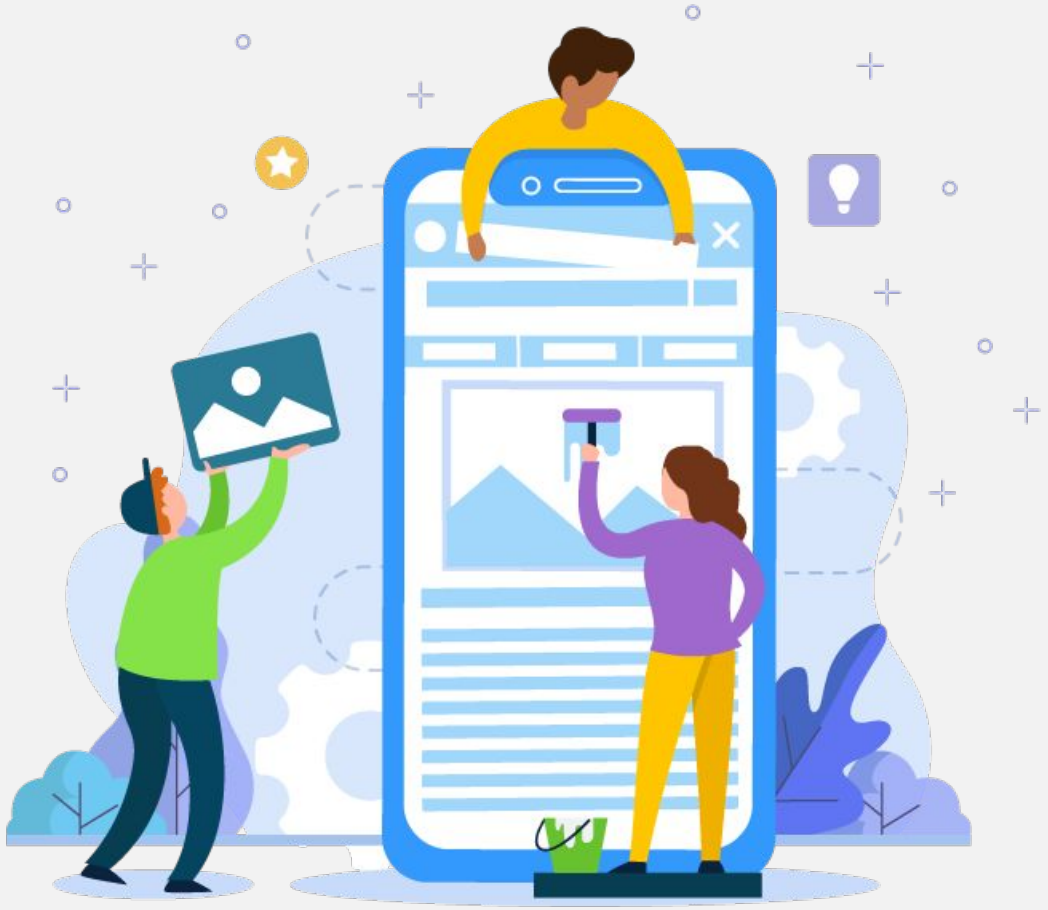
Oftentimes you click on a link and it leads to nowhere. The page returns with a 404 error code, which indicates the page you are trying to access does not exist. This can happen when a URL isn't spelled correctly or when the page no longer exists, and can be quite a frustrating experience for people. Put simply, broken links are no good for business.

Missing meta titles and meta descriptions:

When you search for something on Google, you will see that the listed results have a title and description each. Without them, there is no telling what the website is about and Google also wouldn't have a clue. Adding the right title with the right keywords and corresponding descriptions is very important for both users and for Google bots.

When pages take too long to load:

How many times have you searched for something, opened a website and waited for it to open until finally calling it a day? 40% of visitors will abandon a website that takes more than 3 seconds to load. This is why page speed optimization is also key in any SEO strategy



Website is not optimized for mobile:

51.6% online are on mobile. When a website is not mobile-responsive, it stops being as usable for people on the go and leads to websites losing a lot of valuable traffic. What's more is Google can read when a website is not mobile friendly, which is likely to have a negative impact on your search engine rankings.

Images in a format not understood by search engines:

Having images on your website and making it known to Google increases the likelihood of them showing up in Google Image Search, which makes it easier for people to find your website. However, Google's bots can't read all image formats, which is why it is important that images are in PNG, JPG or GIF formats.

SEO Audit

Source: https://www.moz.com

These issues only scratch the surface and to identify all possible issues, an SEO specialist would conduct a complete audit to get to the bottom of it.

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Implementation

After our SEO experts identify the problems, it's time for action.

Here's how we can start bringing in more traffic and revenue to your business:

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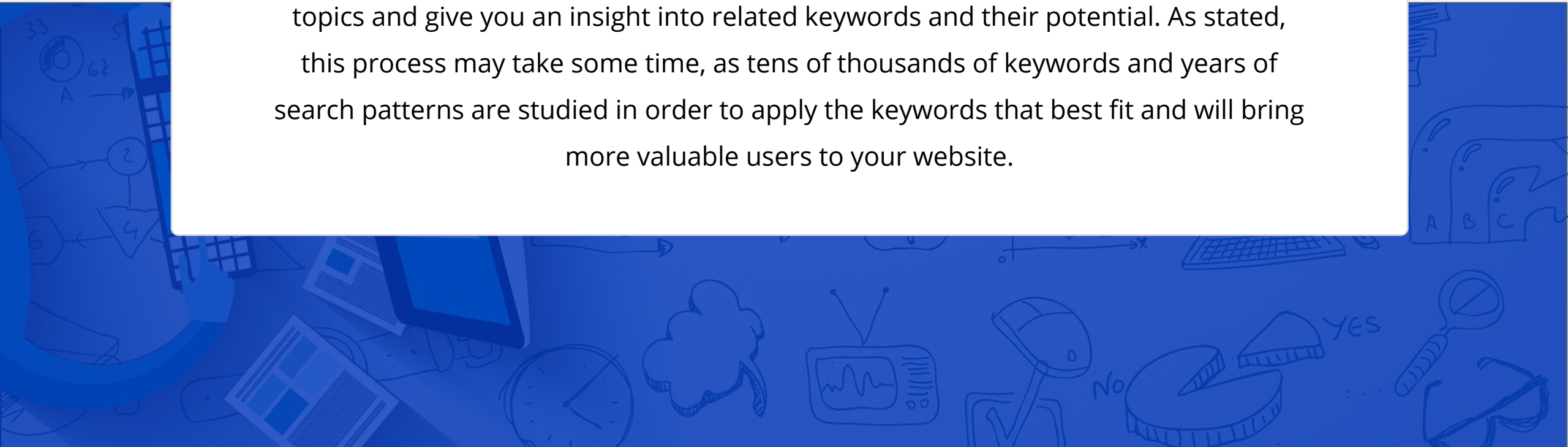
Keyword research implementations

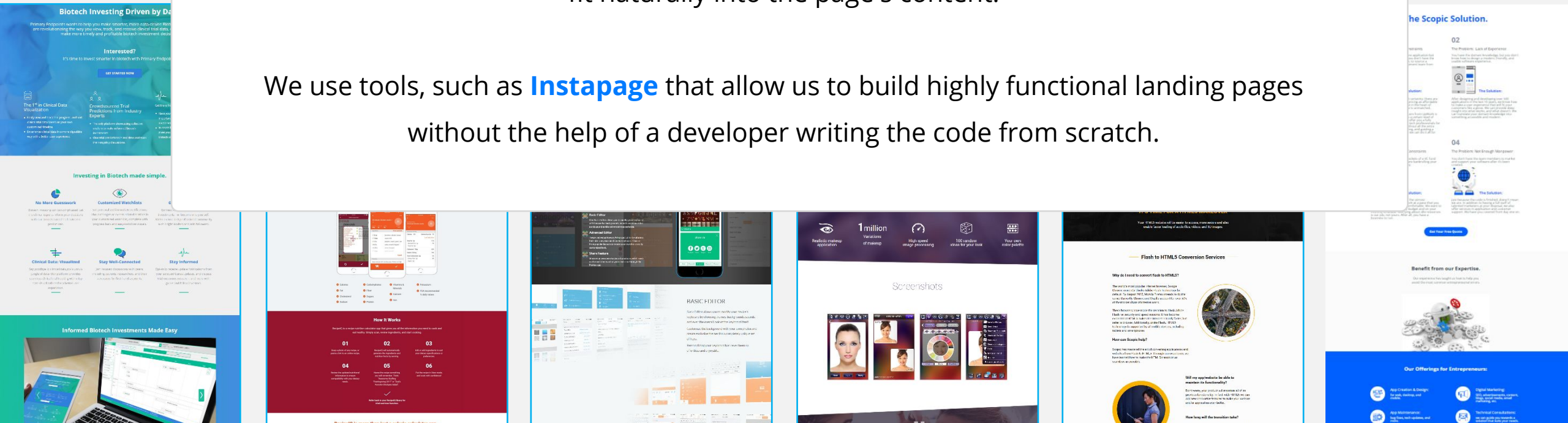
First of all, we need to add the right keywords to the right places. Based on our keyword research, the SEO team and copywriters will, with your approval, work on the copy edits for your website. Our experts use tools, such as **SEMrush** to explore topics and give you an insight into related keywords and their potential. As stated, this process may take some time, as tens of thousands of keywords and years of search patterns are studied in order to apply the keywords that best fit and will bring more valuable users to your website.



Landing Pages

Landing pages are designed to drive conversions and educate your target audience about a specific product or service. In this instance, middle and long-tail keywords work best, and together with an SEO expert, our copywriters make sure that those keywords fit naturally into the page's content.

We use tools, such as **Instapage** that allow us to build highly functional landing pages without the help of a developer writing the code from scratch.



On page SEO

When working on these fixes, we abide by **Google's best practices.** In order to track and resolve your website's painpoints, our SEO experts would need access to your website's admin, Google Analytics and Google Search Console. Occasionally, there may be a need to change a website's structure and copy to eradicate issues, such as pages that are "not found" or missing meta data, for example.

SEO is an ongoing process, which means that results don't happen overnight and audits should be conducted consistently, as Google quite often updates its algorithm. It is also necessary to keep track of metrics, such as sessions, bounce rates and number of backlinks. While doing so, we also aim to continuously gain authority by acquiring new external links through **linkbuilding techniques.**

As you can see, SEO when done correctly has the power to increase your sales with a high ROI and is a vital element of any online business to date.

With a highly skilled SEO team on hand, we can provide the relevant tools and successful solutions to drive your business to the top.

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Custom solutions for virtually everything.

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