

A Beginner's Guide to SEO

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If your business has an online presence that you want to maximize, SEO is like eating your vegetables.

There are countless approaches to attracting online attention and getting in front of the right audience, but effective SEO, or search engine optimization, implemented as a strategy gets results. In fact, 61% of B2B marketers say SEO generates more leads than any marketing initiative they've tried.

Whether your business is B2B or B2C, SEO is a low-cost marketing strategy that can help you increase your online visibility and searchability. 70% of online marketers agree that SEO is better than PPC (pay per click) for generating business, the effect is longer lasting, and it works without feeling intrusive to customers.

If you're a beginner in SEO, this guide will give you an introduction to the essentials of SEO and will provide you with some actionable tips for implementing an SEO strategy in your business.

What Is SEO and Why Should You Jump Onboard?

85% of people perform some type of online research before making a purchase online. 75% of people never scroll past the first page of a search engine and believe websites that appear on the first page of SERPs (search engine results pages) are the most credible.

Think about optimizing the engine of your car. There are additives that can radically improve the performance of any vehicle. SEO is no different. If you include the right additives in your web content, you can optimize your brand's exposure through search engine rankings. With new-found power, you'll gain website traffic and generate more business.

SEO is the practice of making your online content simple to find and positioning that content to easily rank higher in non-paid, or organic, search engine results.

What's Important for SEO Rookies to Know?

For starters, the organic traffic you'll be driving to your business will mostly come from Google. Google dominates the search engine market, maintaining a 92.4% market share as of June 2021. It only makes sense for tech startups to leverage that traffic by optimizing SEO for Google's search engine. Google has guidelines when it comes to SEO ranking, and it's worth the investment of time to understand them.

When you're new to SEO it's easy to get wrapped up in keywords, hyperlinks and metrics, but none of that will matter unless you begin with a deep understanding of your audience – what they're searching for and what questions they're asking.

That understanding is foundational to delivering content worth reading. Without quality content you risk losing not just online visitors, but the trust of your audience. Content Marketing Institute recently reported that 80% of business decision-makers prefer to get company information in a series of articles versus in an advertisement.

Are keywords, hyperlinks and metrics important? Absolutely. But never get hyper-focused on keywords at the expense of producing great content.

Why Not Just Double-Down on Paid Targeted Ads?

Businesses that have relied heavily on targeted advertising have been able to get by with a degree of certainty as long as automatic data collection tools have mined online traffic for reliable customer information. But Forbes says that's becoming increasingly difficult as consumers become more privacy-conscious. If there is a chance you can't count on having access to this data to understand your customers, a strong SEO strategy can offer a more secure long-term plan.

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