

The SEO

Game Explained



Introduction to SEO



This is the digital era, everything is changing and online presence has never been more important, especially for businesses. Because everyone and anyone who wants to make money online realizes the importance of a good internet campaign, the race and competition for visibility has become the key to digital success. In the simplest of terms, to achieve success, any online campaign needs to be able to draw attention and traffic. To gain this attention and draw traffic, a campaign needs to have a website that ranks high on search sites like Google, Yahoo, YouTube...etc.

This raises the question: *how then can websites and businesses rank high on search sites?*

In order to achieve high rankings and be on top of search sites whenever a search is performed, an online campaign or website needs to implement Search Engine Optimization (SEO). Search Engine Optimization is the basis of online presence, it does not matter what kind of campaign a business is running, websites, blogs, videos, social posts...etc. All these different types of campaigns need SEO for visibility on the internet, it is through this visibility otherwise known in internet terms as “impressions” that a campaign can attract traffic or visitors and hopefully convert part of that traffic into sells.

Search Engine Optimization

Search Engine Optimization is a method of setting up a website so that search sites can index it and rank it high whenever a search is initiated using a keyword or phrase associated with the website. Google is the most popular and most used search site right now; every website should be optimized to rank as high as possible in order to attract as much traffic as possible. Most companies and internet marketers are content with appearing on the first page of google search results, but the ultimate goal is being at the very top of those results without paying for ads.

Here is an example, a company offering custom-made suits will try to optimize their online store to rank high for the long tail keyword: custom made suits online. The optimization process for this company varies, but one thing for sure is that the text and content they publish online will be optimized with the keywords 'custom made suits online'. If the SEO is done correctly, the company will rank very high on the search results page for that long tail keyword and stand a great chance to receive organic traffic that can be converted into sells.

The basic idea of SEO, therefore, is to attract relevant traffic to a website or campaign. Relevant traffic is defined by people who click on a link that appears in the search results of a keyword they typed in. Chances of making a sell to someone who is searching for the relevant product are higher than when they come across a website unintentionally. That is the importance of SEO for online campaigns.