

# What is SEO

and what can you expect from  
SEO?



IMAGINET



# What can you expect from SEO?

## How SEO Can Help You

This ebook's purpose is first to explain what you can realistically expect from a search optimization process and SEO management. Many people are under the misapprehension that SEO is an automatic and instantaneous process that will produce immediate results with little effort. As will be discussed, the truth is that SEO is a complex and sometimes time-consuming process that requires various steps to be taken to ensure that your website is highly placed. It is much more than just adding a few keywords to your website. Over time, SEO, when implemented correctly and diligently, will definitely improve your website ranking on the search engines. However, the notion that it is a quick and easy fix is a view promoted by those who do not fully understand the processes involved.

Optimizing means ensuring that your site conforms to the best technical and marketing standards that the search engines look for in order to place your website at the top of the search rankings.

First, look at what SEO offers for your website and business.

To reiterate: Search Engine Optimization (SEO) is a powerful digital marketing strategy. It involves optimising your website to rank higher in search engine results pages (SERPs). Here are a few examples of how SEO can help your business grow and succeed.

## Increased Web Traffic

One of the most significant benefits of SEO is increased web traffic. By optimising your website for search engines, you can attract more visitors to your website. When your website ranks higher it becomes more visible to users searching for keywords related to your business. As a result, the higher your website ranks, the more likely users are to click on your website instead of your competitors. This increased traffic can lead to more conversions, sales, and revenue for your business.



## Improved User Experience

SEO can also improve the user experience of your website. When optimising your website for search engines, you will also be optimising your website for users. This includes improving website speed, making it mobile-friendly, and improving the overall design and layout. By improving the user experience, you will attract more visitors to your website and increase the chances of them staying longer on your site and engaging with your content. This, in turn, can lead to improved search engine rankings and more traffic to your website.

## Increased Brand Credibility

Ranking higher in SERPs can increase your brand's credibility. Users tend to trust websites that appear at the top of SERPs. (A search engine results page (SERP) is ***the list of results that a search engine returns in response to a specific word or keyword phrase query - Google***) By ranking higher, users will perceive your website as a credible and trustworthy source of information. This can lead to an increase in brand awareness, loyalty, and ultimately sales. By implementing a sound SEO strategy, you can build your brand's reputation and establish yourself as a leader in your industry.



## Cost-Effective Marketing

SEO is a cost-effective marketing strategy that can help businesses of all sizes. Unlike paid advertising, SEO does not require ongoing payments for each click or impression. Once your website is optimized for search engines, it will continue to rank higher in SERPs and attract organic traffic without additional costs. This makes SEO a much more sustainable and long-term marketing strategy that can provide significant returns on investment.

## Targeted Audience

Another benefit of SEO is that it allows you to target specific audiences based on their search intent. By optimizing your website for specific keywords, you can attract users who are actively searching for products or services related to your business. This means that your website will be more likely to attract visitors interested in what you offer, increasing the chances of conversions and sales.

## Competitive Advantage

In addition, SEO can help you stay ahead of your competitors. By continuously optimising your website for search engines, you will be able to maintain a competitive advantage and attract more visitors than your competitors. This can lead to increased market share, revenue, and profitability. SEO is an ongoing process, and by staying up to date with the latest trends and techniques, you can ensure that your website remains relevant and visible to your target audience.



## Local SEO

Local SEO is a subset of SEO that focuses on optimizing your website for local search results. This is especially important for businesses that rely on local customers, such as brick-and-mortar stores or service-based businesses. By optimizing your website for local search results, you can attract more local customers to your business. This can lead to increased foot traffic, phone calls, and website visits, ultimately resulting in more conversions and sales.



## Voice Search Optimization

With the rise of voice assistants like Siri and Alexa, voice search optimization has become an increasingly important aspect of SEO. Voice search queries are often longer and more conversational than text-based queries, and they often include natural language phrases like "near me" or "what's the best restaurant in town." By optimizing your website for voice search, you can attract more traffic from voice search queries and stay ahead of the competition.

## Conclusion

In conclusion, SEO is a powerful marketing strategy that can help businesses of all sizes reach their full potential. By increasing web traffic, improving the user experience, and increasing brand credibility, SEO can help you attract more visitors, generate more leads, and increase sales. Investing in SEO is a long-term strategy that can provide significant returns on investment and help you stay ahead of your competitors. So, if you want to take your business to the next level, consider investing in SEO today.

## What can you expect from SEO?

The above brief outline refers to the aims and goals of SEO and how they can benefit you. All of the above are obtainable, and a good SEO strategy will ensure your success. However, and this is important, what can you realistically EXPECT to occur when you employ an SEO service? Many people expect instantaneous results and high rankings overnight. This is not realistic, and I will explain this in detail.

As noted above, SEO or search engine optimization means marketing your website to search engines to ensure that your site features or ranks highly in the search index. In other words, specific techniques and methods are applied so that people see your website on the first page or two pages when searching for keywords relevant to your website's products, services or information. Keywords are essential, and I will elaborate on this later.

**So what would you expect from an SEO service?**



Of course, the main thing is to ensure that your site reaches a top position. However, there are some essential points to grasp before you can understand what the SEO expert can and cannot do.

### **#essential points**

Many people are under the false perception that SEO is instantaneous. While many SEO services and "experts" will promise you immediate results or top search positions, this can be misleading and often false.

Firstly, SEO is a process. In other words, certain steps have to be taken by the SEO expert to ensure that your website and page and website receive a high ranking. This is so that your website and domain can be visible on the first three pages of the search engines for specific essential keywords. This is a process that requires a methodical approach, and if all the steps are not assiduously followed, it will not result in a favourable position on the web.

Bear in mind that search engines have over at least 270 points in their algorithms that are checked and evaluated before your site is ranked.

**Therefore, SEO can be a long process before achieving the required success. As all the prominent experts in SEO state, anyone who claims that they can bring your site to the first page in a specific time is seriously misleading you.**

Furthermore, if unethical techniques to achieve top positions are used, this can be negatively evaluated by the search engines and result in your website being banned from search. In other words, the truth is that achieving a high and consistent position requires intense work and optimisations of between three to six months for your site to obtain optimum visibility.

Having said all the above, it must be emphasized that SEO works well when done correctly and consistently. However, the period that it will take your website to achieve good visibility can vary according to a plethora of factors. We will examine some of the central factors that may be used to increase your website's presence on search engines.



## How SEO Works

SEO optimizes your website to rank higher in search engine results pages (SERPs). Search engines like Google, Bing, and Yahoo use complex algorithms to determine which websites are the most relevant and valuable to users. These algorithms consider several factors, including the quality and relevance of your website's content, the structure and coding of your site, the number and quality of backlinks pointing to your site, and the user experience of your site.

SEO involves optimizing your website's content, structure, and HTML coding to make it easier for search engines to crawl and index your site. This includes using relevant keywords, creating high-quality content, building backlinks, and improving user experience.



## What does the Seo specialist do? Types of SEO

There are two main types of SEO: on-page and off-page SEO.



## On-Page SEO

On-page SEO refers to the optimization of individual pages on your website. This includes optimizing your content for keywords, using proper headings and tags, and optimizing your images and videos.

## Off-Page SEO

Off-page SEO refers to optimizing factors outside your website that can affect your search engine rankings. This includes building high-quality backlinks from other websites, social media marketing, and online reputation management. There are several things an SEO specialist might do to energize your website. The first objective is to undertake a complete and comprehensive audit of your website.

## The audit

An audit is an overview of all the technical issues that may prevent a site from ranking highly on search engines. There are over 300 criteria that Google, and other search engines, use to ascertain the value and position of a particular website. The SEO expert will usually use specialized software to determine positive and negative areas in line with the search engine criteria.

Factors that will be checked and considered in an audit include site speed, the meta description and other internal code that can enhance the chances of high ranking on the search engines and many other factors impacting the technical aspects of SEO. These technical aspects are essential as they reflect the site's health from the search engine's point of view.

The following is a brief list of some of these factors.

Site speed

Metadata; such as meta description and alternative text tags for any images.

Internal links

Site design and logical site structure

XML Sitemap

Site indexing via Google search console

Keyword analysis and optimum usage on each web page

Backlink analysis and backlink optimization

Once the audit has been completed and all the technical aspects isolated, the SEO practitioner will implement site changes according to these findings.

Then the SEO experts will look at other factors besides the purely technical. They will examine keywords. This is a complex process. The purpose of keyword research is to establish the best and more effective keywords that should be included in the title and text, and other areas.

A critical area of research related to keyword analysis is competition analysis. Using sophisticated methods and examining other competing websites, the SEO expert finds out which keyword and keyword phrases and marketing methods are being used by the competition and uses these findings as an instructive basis in marketing your website to the search engines.

The expert will also ensure that your website is recognized and indexed by Google and other search engines. This again involves changes to the site and adjustment to the XML sitemap, so that the site can be more quickly and effectively recognized and evaluated by the search engines

### **Monitoring.**

Monitoring your website is a vital part of the ongoing SEO process. Only by monitoring the changes to the site, the number of visitors and their locale and demographics, the volume of page views, bounce rate etc. can the SEO expert determine what changes need to be made to the website. The monitoring process also allows for improvements to specific areas that are not showing the expected growth.

Monitoring takes place via sophisticated applications and usually is based on Google Analytics.



### **Client interaction**

It is essential to realize that SEO is not just a technical process but also a marketing endeavor- especially important in the present over-saturated Internet market. Many clients think SEO is a purely technical process and that their website will attain first place as a matter of course. As has been pointed out above, there are some nefarious "experts" who will employ methods that will temporarily place your website on the first place. But this comes at a very high price. Google will soon pick up on unacceptable practices, and you could find your domain banned from search for life. The point being made is that good SEO includes as an essential component, a strong sense of the interaction between the SEO marketing expert and the client. For example, to ensure the SEO process is successful, the client should interact with the SEO expert and provide information such as what questions are asked by their customers: what is the average profile and demographics of their customer base and how do their customers react to specific products and services etc. All of this information provides an essential platform and data source for the SEO expert to do in-depth keyword research and apply the best SEO marketing techniques to ensure the highest possible ranking.

### **The importance of keywords and content.**

Keywords are often misunderstood in the context of search engine optimisation. Some see keywords as text that can be placed on your website, which will be found by the search engines and automatically placed in the rankings. This is not the case. Keyword research is much more complicated than this. Placing keywords in the keyword meta tag in the header section is useless as search engines have become much more sophisticated and ignore long sets of keywords. Instead, search engines look for three interrelated factors - keywords, content and context.

I will not bore you with a lengthy discussion of semantic research; suffice to say, semantic keyword research means placing keywords in an organic and referable context. The SEO expert will undertake extensive keyword research, including studying the competition, researching your client base and their particular requirements and essential concepts that would take another ebook to expand on.



Take away

The above has attempted to show what you can realistically expect when employing an SEO practitioner to upgrade your website. The point has also been made that SEO is NOT an instantaneous process but requires constant input and monitoring to achieve a high ranking on search engines. Properly executed, SEO will enhance search and marketing opportunities and, over time, with continuous monitoring of keywords etc., the website will feature on the first page. However, this takes time, diligence and a close working relationship between the SEO practitioner and the client.



# Imagnet SEO services.

What does Imagnet SEO do?

We provide full SEO assessment of compliance of your site. This means we find the technical and search engine marketing tags and keywords which will enhance your chances of excellent visibility. Imagnet also manages and provides detailed feedback on the progress of your site on the search engines over time. “The truth is that, without good SEO implementation your website will never be seen on the search engines. SEO is not just about technical correctness but also about marketing your website and making it visible to your viewers and client base. For more information on these packages, contact us on [info@imagnet.co.za](mailto:info@imagnet.co.za) or call 086 111 1101 for more information.

Or visit <https://www.imagnet.co.za/content/marketing/seo-integration.html>