

ZO Agency



Your guide to
**Search Engine
Optimization**



What is search engine optimization?

SEO stands for “search engine optimization” and it is the process of getting your website to the top of search results on search engines such as Google, Yahoo, and Bing.

Where should you bury something you don’t want people to find?

Answer: On the second page of Google.

A corny joke, but there is some truth to the statement. 75% of people will never scroll past the first page of a Google search. This is why SEO is and can be so important to your business. If you’re not aiming for the first page, you’re missing out on the best SEO has to offer.

Intimidated? Don’t be—we’re going to break it down for you, explain how it works, and help you out (if you want).

Good SEO work only gets better over time. It’s only search engine tricks that need to keep changing when the ranking algorithms change.

— Jill Whalen SEO consultant, speaker and writer



*Are you
the best?*

Does SEO really make
a difference on my
website?

yes!

SEO is what gets you found.

93% of online experiences start with a search, so your business needs to show up and be seen. Being on the first page puts your business in front of new customers, increases traffic to your website, and earns you trust.

We don't just trust Google's results, we rely on them.

Google is widely used, and highly trusted, so being on the first page, is like having their stamp of approval.

Being on the first page means your website is considered one of the best—and that is what you should aim for, to be the best.

Are you the best? Do you want to be? Then keep reading.

A good SEO presence has the power to drive inbound traffic and grow your business for years to come.

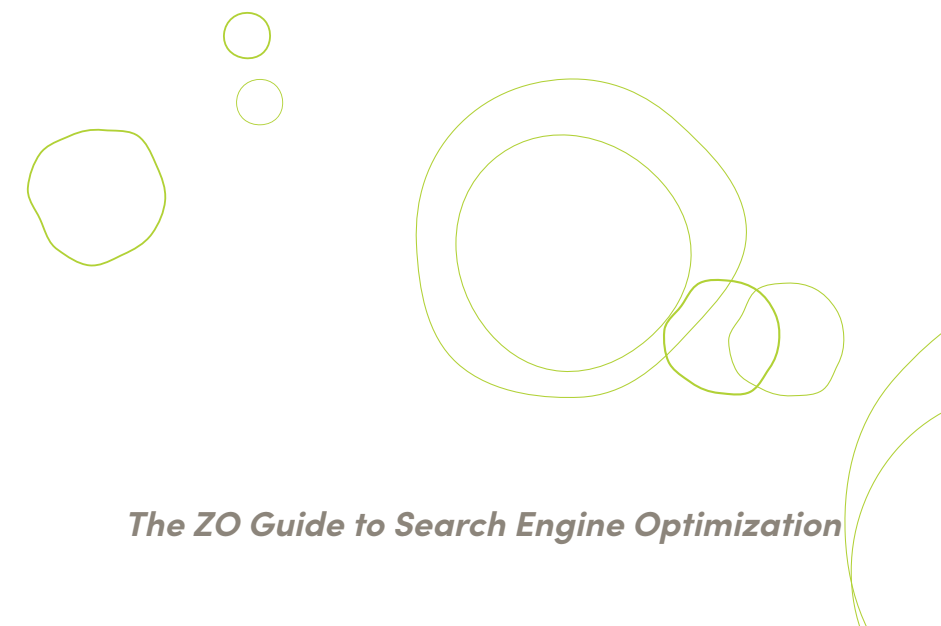


What can SEO do for me, my website, and my business?

Websites on the first page get 91.5% of Google traffic. With 1.7 billion searches every month, you want to be in the best position to be seen by all those users.

Here are some of the benefits of SEO:

- It's an established fact that ranking on the first page of Google lets you attract **potential customers**. The higher you rank, the more attention (and customers) you get.
- Your prospects will see your business as having a **higher authority** when they see you ranking high for their search keywords—building your brand's **trust and credibility**
- SEO lets you take advantage of the evergreen nature of the internet. It gets you **long-lasting results**.



Where do I start?

Complete a website SEO audit.

Auditing your website will help you discover what work needs to be done.

Many websites are missing basic on-page SEO like page titles and descriptions. These things can be easy to overlook when building your site, but they are also easy to fix.

Once you've examined your overall site performance, you will be in a better position to set new goals and implement tactics to reach those goals.

Learn what your users want.

When you know and understand what your customer wants, you can develop content that draws them in.

The public determines what ideas, articles, blogs, or products get shared, and you want that content to be your content.

Be friendly.

Over 60% of daily searches are now performed on a mobile device. Which means your website needs to look good and perform well on mobile devices.

In 2016, Google implemented a significant boost to organic search result rankings to websites that are responsive and mobile friendly.

Be social.

You can use social media platforms to gain credibility and traffic.

Optimize.

If you want to keep thriving in search rankings, you need to be aware of and adapt to the latest changes in algorithm updates and SEO best practices. Ensure that all new content is created with SEO in mind, and continue to build your brand's presence.

woohoo!

What should I avoid?

One keyword.

Why limit yourself? In the “old days,” it was common practice to optimize websites with ONE specific keyword. Not only is this outdated, but it is ill advised. Think bigger and include a variety of relevant and related search terms to your website.

Dated content.

Old content is like a hidden gem. If there is content you created, but haven't touched in years, you're ignoring a valuable asset. Find ways to refresh it and keep it relevant for searchers.

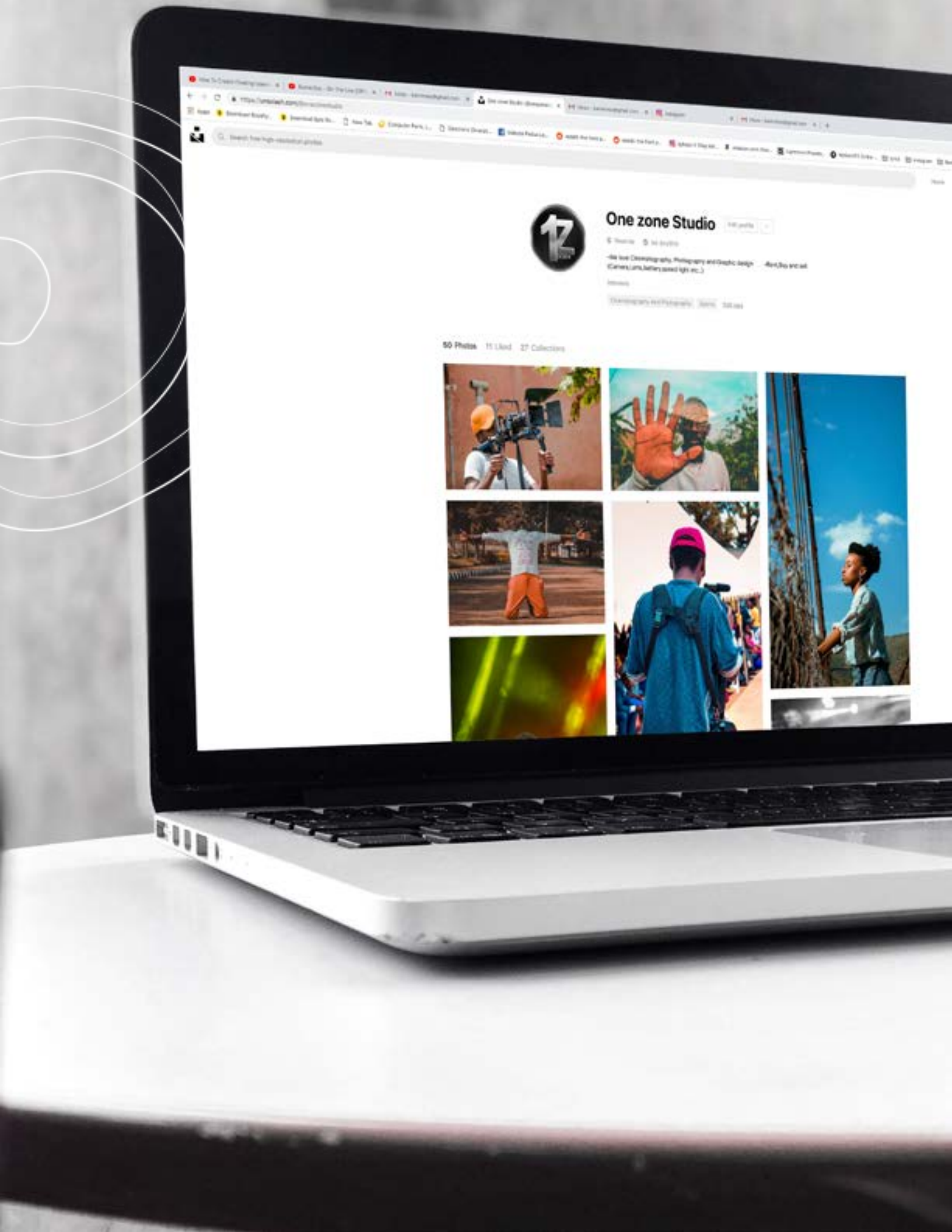
Desktop-only design.

Most of your audience is using a mobile device to find their content. If you aren't mobile friendly, you are discouraging potential customers with a poor experience.

Taking too long.

You can have the best website in the world, but if it takes too long to load, no one will ever see it. People expect a site to load in less than 2 seconds, and 40% of visitors will leave a site if it hasn't loaded in 3.

(there's more)



Ouch. Avoid these too!

Forgetting the big picture.

The images on your website add an important visual element for a positive user experience, but they also help tell the story to search engines. Cover all your bases by optimizing your file names and alt tags, and optimize the image size for faster page loads.

Overwhelming content.

More content won't help your SEO, unless it is a quality piece that actually helps your audience. Make sure you have a content strategy in place that allows you to create items to fill content gaps for your audience.

The ultimate search engine would basically understand everything in the world, and it would always give you the right thing. And we're a long, long ways from that.

— **Larry Page** Co-founder of Google

Quality over
quantity



A man with short brown hair is holding a large, vibrant bouquet of yellow flowers. The background is a bright, warm yellow, creating a celebratory and joyful atmosphere. The man's face is partially visible behind the flowers, looking directly at the camera with a slight smile.

Congrats~

You've just learned
a whole lot about
Search Engine Optimization!

Need more
expert guidance?

*We're here
for you!*



Stand out. Be seen.

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