

# CURZONPR

GLOBAL STRATEGY & COMMUNICATIONS



## BUYER'S GUIDE SEARCH ENGINE OPTIMISATION

Ensure your platform is SEO friendly and technically well-configured for the best SEO performance. Adapt your design, website code-base or CMS for best results.



## EXECUTIVE SUMMARY

This document is designed to provide prospective clients with a short guide to search engine optimisation – SEO. It outlines what it is, the technology and processes involved, how SEO benefits your brand, as well as the timelines and deliverables associated with an SEO project.

## WHAT IS SEO?

- SEO stands for Search Engine Optimisation - growing your website's visibility via organic search engine results.
- SEO is the process of increasing the visibility or ranking of a website in the unpaid section of a search engine's results. There are a number of 'organic' ways in which a website's ranking can be improved. Organic search results are listings on search engine results pages that appear because of their relevance to the search terms, rather than paid advertisements.
- Increasing a website's ranking can bring it higher visibility, which, in turn, increases website traffic. This is valuable traffic, as these website visitors are reaching for the product or service you offer, which means they are often warm business leads.
- This is why organic web traffic (i.e. traffic driven by natural search rankings, rather than paid search ads) usually converts to customers at a much higher rate.
- The key is to align SEO to keywords and content that get the highest rankings possible on search engine results.
- SEO can be a complicated task and there are several variables that affect a website's SEO performance. With digital communications becoming an increasingly integral part of public relations, at Curzon PR we have developed our own unique approach to SEO, using it to boost a client's website ranking and, ultimately, the brand's online visibility.
- SEO encompasses both the technical and creative content elements required to improve rankings, drive traffic and increase awareness in search engines.

## Technical elements

- This is the process of making sure the website platform is SEO friendly, or technically well configured for best SEO performance.
- It could also involve changes in design and website code-base or CMS. CMS – content management system – is a software application or set of related programmes used to create and manage the digital content of your website.

## Content Strategy

- Having a healthy content profile boosts SEO performance. With each update to its search algorithm, Google and other search engines change the way they look at websites, checking content and social media indicators for SEO ranking.
- In search engine optimisation, measurement is crucial to success. We track website performance data and use it to help analyse our SEO strategy and create road maps for best search engine performance.



## HOW DOES SEO BENEFIT YOUR BRAND?

1. **SEO helps create user-friendly websites:** SEO helps brands to create faster, smoother and more user-friendly websites. Although most people think it is only about optimising for search engines, SEO is also about improving user experience too.

Well-structured, clean and uncluttered websites compel a casual visitor to stay on the site longer, thereby decreasing 'bounce rate' (the percentage of visitors who navigate away from the site after viewing only one page) and increasing page views. Similarly, highly relevant content (sales pages and blog articles) keeps readers happy, as they are more likely to answer questions and help them find what they are looking for.

2. **Brings in more customers:** The main reasons for having a website is to stand out from your competition and increase your customer base.

SEO helps bring in customers who are actively seeking to find your product or service.

3. **Higher conversion rates:** SEO-optimised websites load faster, are easy to read and surf and will display properly on almost all devices, including mobiles and tablets.

Websites that are easy to read and navigate are more likely to grab and hold attention, with readers more likely to become loyal customers, subscribers and returning visitors.

4. **Builds brand awareness:** One of the benefits of getting higher rankings on search engines is building brand awareness. When your site appears on the first page of search engines such as Google, Yahoo, and Bing, your potential customers are more likely to trust your brand when they search for a particular term than brands that don't have a strong web presence.

This is why brands that want to build better brand awareness invest in SEO - to gain top rankings for the key terms related to their brand.

5. **Helps bypass competition:** An SEO-optimised website will attract more customers from local searches, as customers looking for your product or service are more likely to find your website on the first few pages of search results than non-optimised websites.



## THE PROCESS-STAGES AND TIMELINES

The process depends on several factors, such as the length of time your website has been in existence, the level of SEO applied to it already, the state of the website, the level of content on it and its link profile. Below is a scenario for what an SEO campaign might look like during the initial months of a programme with us:

### Month One

- Research and discovery, website audit, keyword strategy, and planning.
- If research and discovery can be done quickly, technical changes may start on the website within the first month.

### Month Two

- Begin technical SEO work – making modifications to the website based on site audit results. In some cases, the website may need to be overhauled and this can take several months.
- Other SEO activities such as working on the link profile and building content can be done at the same time as the overhaul. In this situation, SEO will continue to take place, but you won't necessarily see concrete results at this stage, since the changes being made will only start to have an impact once the website is finished.

### Month Three

- It is now time to start focusing on content creation (we are able to provide this service at an additional fee, if we have not already been contracted by you for content marketing).
- This might involve blogging, FAQs, white papers, articles, expanded product and augmenting company information. Ideally, you will have started on your content after strategy and planning. A technical overhaul needs to come first, however. Some improvements in rankings may occur by the end of this month, even though a relatively small proportion of the work has been completed to this point.

### Month Four

- Continued content creation, technical optimisation of the website, and development of a healthy link profile.
- By this month you can expect to see a marked increase in rankings, traffic, and lead generation.

## Month Five

- You ought to have started incorporating social media management into your plan to amplify your content and increase direct traffic to your website. This can lead to a healthy, natural link profile and the generation of new leads.
- Content creation will continue. You may also want to engage in media outreach, another service we can provide.
- You should be seeing much more traffic generated by SEO at this point and your leads should be growing as a result.

## Month Six

- If your traffic has achieved a significant increase in visitors per month by this point, you could benefit from adding 'conversion rate optimisation' to your efforts to improve how the traffic you're receiving converts into leads and/or sales.
- From this point on, your activities should be consistently focused on content creation and promoting the content.
- Specific activities can vary greatly depending on what type of company you are and what kind of website you have.

## Please note:

- It takes four to six months to start seeing SEO results. Please bear in mind that this is the period in which you begin to see results - and that SEO results build over time.
- The results after a twelve month campaign are likely to be significantly more than the results delivered after six months.
- At some point, you may see your results taper off and then it may be a matter of maintaining results rather than growing them.





## HOW DO WE MEASURE SUCCESS?

- In search engine optimisation, measurement is crucial to success. We track website performance data and use it to help analyse our SEO strategy and create roadmaps for best search engine performance.
- SEO is about getting found when people search via Google or other search engines. It is important for your PR strategy to focus on the most effective publications (tier one media such as national newspapers), which, in turn, can give you a high level of SEO impact.
- When measuring SEO impact, start by looking at the domain authority of your referring domains to help assess whether they are helping increase your rankings for desirable search terms.
- Our primary goal will be to land backlinks in your coverage, as this will bring engaged readers to your website and they will be able to learn more about your brand. Google specifically gives search priority to companies with the greatest number of relevant backlinks.
- PR (media relations and content marketing services can be provided by Curzon PR) is one of the best sources for generating strong backlinks from relevant sources.

## THE METRICS

### 1. Conversions metrics

The goal of the majority of websites will be to get visitors to take an action, whether it is to purchase an item or contact the brand. 'Call to actions' on a website will often differ depending on where a user is in 'purchase flow', but it should ultimately lead a user to take action.

A conversion, in essence, is when a user clicks, buys or takes action. Examples of conversions to track include:

- A sale or purchase
- A form completed or leads generated
- A phone call
- A sign-up to a service or an appointment made
- Information downloaded (e.g. a PDF or white paper)

## 2. Engagement metrics

If the goal of your website is to provide more information and communicate the legitimacy of your brand, then your success metrics may be more concerned with how engaged users are with the content on your website. Engagement metrics include:

- Time spent on your site
- Number of pages visited
- Pages per visit
- Bounce rate
- Social shares or mentions

One assumption is that the lower the bounce rate, the more pages visited and the higher the time spent on site. This means a website visitor is engaged and interested in your content.

Even if the main success metric of your website is a conversion, it is good also to keep checking your website's engagement metrics, as the more engaged a visitor is, the more likely they will be to convert.

## 3. Acquisition metrics

If the goal of your website is to create awareness about your brand, measure your site's success by some or all of the following acquisition metrics:

- Number of total visits
- Number of unique visits
- New visitors vs. returning visitors
- Inbound links

Acquisition metrics are good indicators of how your marketing efforts are performing, as they show how many people are reaching your website. If your goal is to create as much awareness as possible of your organisation, the 'new visitors vs. returning visitors' metric may be extremely important.

## DELIVERABLES

We strive to achieve the following key performance indicators (KPIs):

- Keyword ranking
- Increase in organic traffic
- Increase in organic conversions
- Increase in the number of pages getting more traffic
- Number of organic impressions
- Increase in organic click-through rate





## FURTHER READING

You can read more about SEO in our PR Insider blogs:

### *How to Build a Strong SEO Strategy*

<https://www.curzonpr.com/theinsider/how-to-build-a-strong-seo-strategy-in-8-steps/>

### *SEO Basics | What Exactly Is SEO and Why is it Important?*

<http://www.curzonpr.com/theinsider/seo-basics-why-seo-is-important-pr/>



## WHAT IS THE COST?

All our projects are bespoke and priced accordingly.  
To get further information please contact our Business Development  
Consultant Bhavana Akella at [bhavana@curzonpr.com](mailto:bhavana@curzonpr.com)  
[www.curzonpr.com](http://www.curzonpr.com)

