

SEO Strategy

Professor
School
Search Engine Optimization



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SEO Strategy

Is it possible for a small-sized company to be in the first position on the SERP and a larger company to be in the secondary positions?

Is it possible for a company to use "lesser known" or "less clear" methods to rank in the first position of the SERP?

Is SEO a zero-sum game? Why?

Learning Objectives

- Construct a SEO Strategy
- Explain the steps of an SEO Strategy



“The reality of SEO is the reality of any successful endeavor: It will take strategic, consistent, and sufficient efforts to rank well”

Viola Eva



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**“Google only loves you when everyone else loves
you first”**

Wendy Piersall

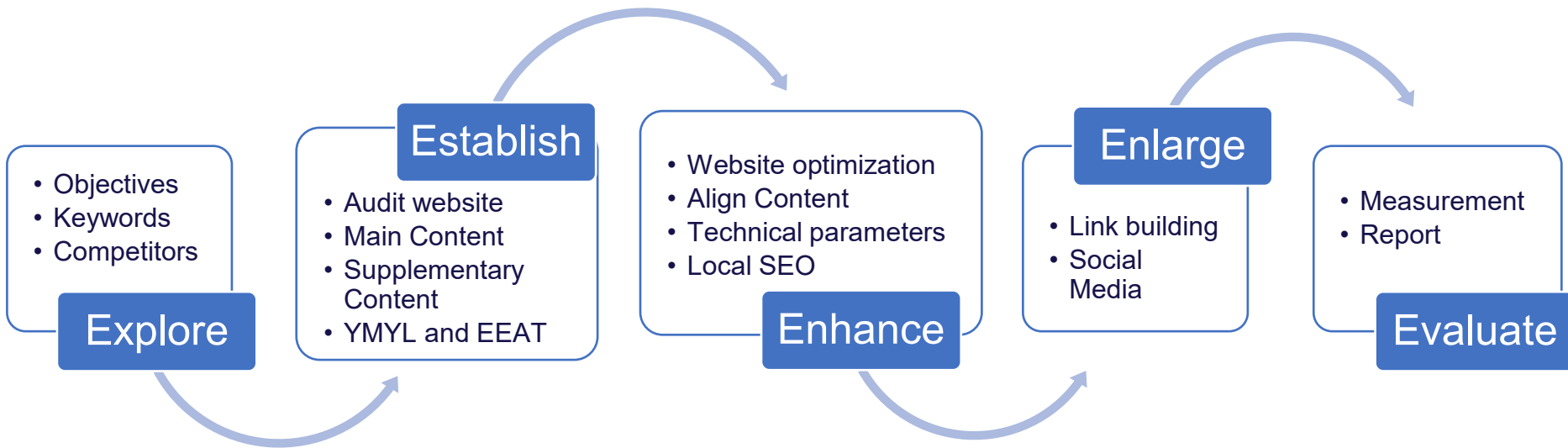


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Steps in a SEO Strategy



Steps in a SEO Strategy



Assessment Activity

- ✓ Conduct research and determine the main references in defining an SEO strategy.



Consolidation Activity



Consolidation Activity

- What steps are present in all the different methodologies on creating an SEO strategy?



Recap of Learning Objectives

Now, can you explain the steps of an SEO Strategy?

Now, can you construct a SEO Strategy?



Recap of Learning Objectives

- If you were writing a quiz on today's material, what two questions would you add?
- In your opinion, what is the most important thing we learned today?



Questions?



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Next class...

- SEO strategy; let's get into the specifics.

Disclaimer

The DEMS material aims to enhance digital marketing skills in higher education, comprehending the essential needs in organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher.

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