

SEO Strategy –

Professor
School
Search Engine Optimization



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SEO Strategy – Explore

What happens if there were no research about the audience and the competitors?

Learning Objectives

- Explain the sales funnel
- Determine the objectives
- Outline competitors SEO strategy
- Develop a keyword strategy



Topics

- The sales funnel
- The objectives of a SEO Strategy
- Outline competitors SEO strategy
- Keyword strategy

“The future of SEO is here – understanding and marketing to specific and defined audiences through search engines”

Adam Audette



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“If you’re not meeting your visitors’ needs, It doesn’t matter how ‘Optimized’ your site Is.”

Stoney Degey



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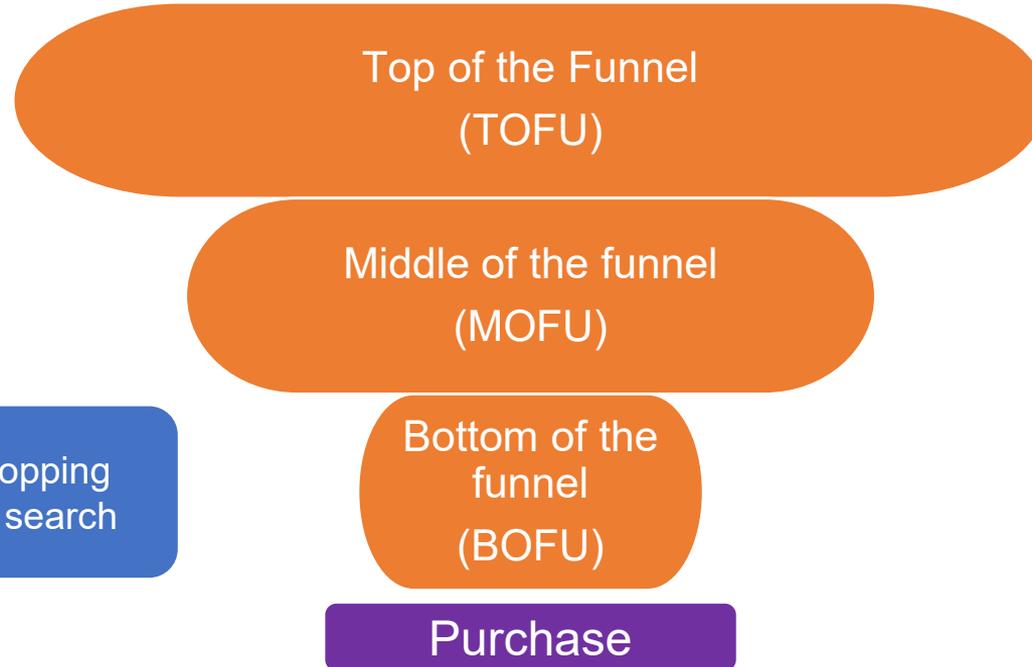




The sales funnel



The sales funnel



More than 90% of shopping decisions start with a search

The sales funnel

TOFU

Uncertainty in words
Inaccurate language
Insufficiently technical language
Incorrect terms

MOFU

Comparison between options

BOFU

They use the brand
Complex phrases
Long sentences



Assessment Activity

- ✓ Search the Internet and identify proposals from various authors and companies that describe sales funnels.
- ✓ Research what the consumer journey is and models of consumer behaviour.



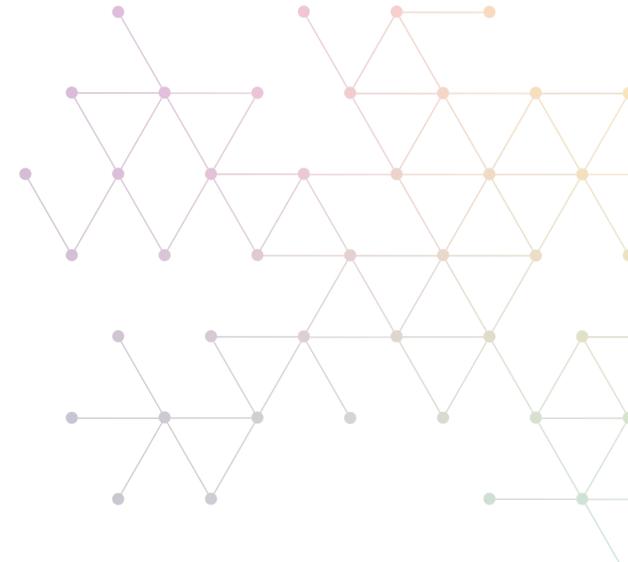


The objectives of a SEO Strategy



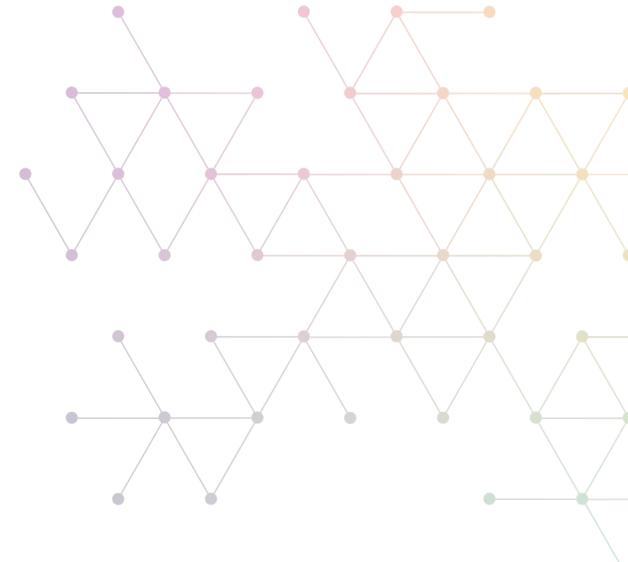
The objectives of a SEO Strategy

- Define Your Business Value Proposition
- Identify Your Target Customers by Segment or Personas
- Establish Marketing Goals
- **Establish SEO Goals** ←



Establish SEO Goals and objectives

- SEO for Raw Traffic
- SEO for E-Commerce Sales
- SEO for Mindshare/Branding
- SEO for Lead Acquisition & Direct Marketing
- SEO for Reputation Management



Consolidation Activity



Consolidation Activity

For the next list, choose an organization and its website:

- Online store.
- Online brand presence.
- Information repository (e.g., news)

Determine the SEO objectives



Outline competitors SEO strategy





Outline competitors SEO strategy

- Identify the organisation's competitors
- Check competitors' position in the search engines for the main keywords
- Check competitors' traffic and traffic sources
- Quantify the key factors for each competitor:
 - Website authority (Domain authority)
 - Number of sites linking in; number of inbound links
 - Website age
 - On page factors
 - Other factors



Consolidation Activity



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Outline competitors SEO strategy



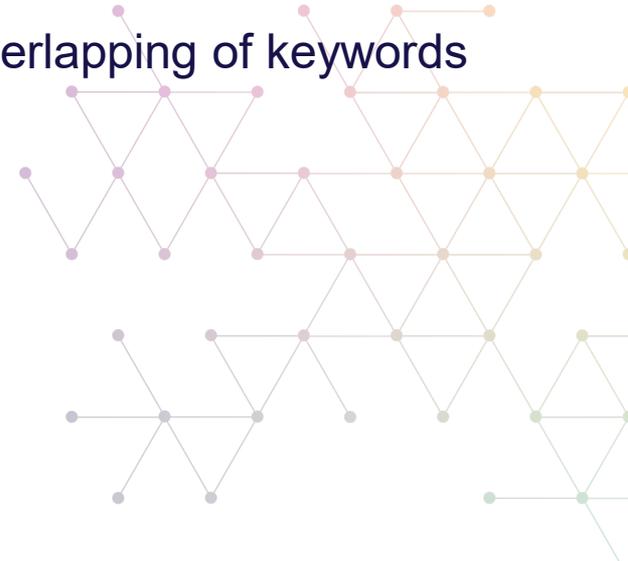
Keyword strategy





Keyword strategy

- Identify the most important pages in the organisation's digital strategy
- Create groups of keywords for each page
- Optimise groups by avoiding duplication and the overlapping of keywords

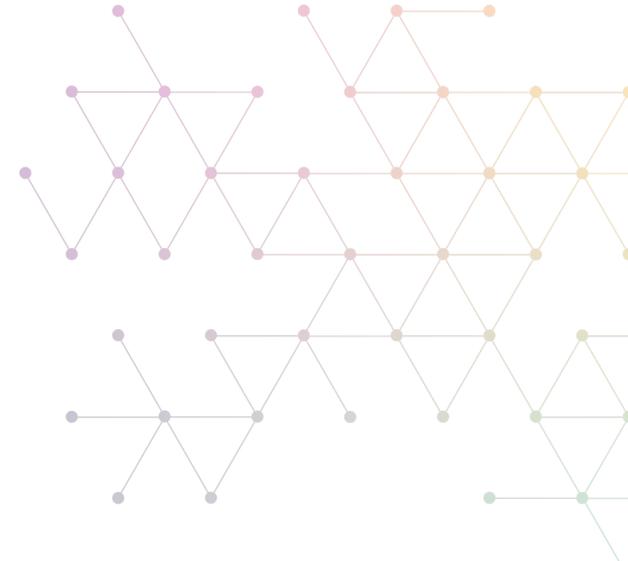




Keyword strategy

Use a keyword tool to determine:

- Keyword search volume
- Degree of competition for the keywords
- CTR for the keywords



Consolidation Activity



Consolidation Activity

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Keyword strategy



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Recap of Learning Objectives

Now, can you explain the sales funnel?

Now, can you define SEO objectives?

Now, can you outline competitors SEO strategy?

Now, can you build a keyword strategy?



Recap of Learning

- What gave you the most difficulty today and why?
- What is something you need further clarification on?



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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