

# SEO IN MARKETING







# Agenda

- **What is SEO?**  
Search Engine Optimization
  - **Understanding Search Engines**  
how they work, updates, who can help
  - **Content Marketing**  
Quality, formats, keywords
  - **Google My Business**  
improve your online visibility
  - **Marketing Integration**  
Ensure SEO goals are aligned with marketing goals
- 



# What is SEO?

## Search Engine Optimization

SEO is the process to improve your website to increase its visibility in Google, Microsoft Bing, and other search engines whenever people search for products you sell, services you provide, or information about your organization.

**SEO is a critical marketing channel... organic search delivers 53% of all website traffic.**







**Understanding how search engines work and working with your IT team can help ensure that your website is optimized for search engines**



### **Site Speed**

How fast does your site load? Minimize file sizes – utilize Google's PageSpeed Insights to identify bottlenecks



### **Mobile Responsiveness**

Navigation menus are easily tappable and accessible on smaller screens



### **Indexability**

Using relevant keywords to help search engines understand topic



# Content Marketing



## Quality Content

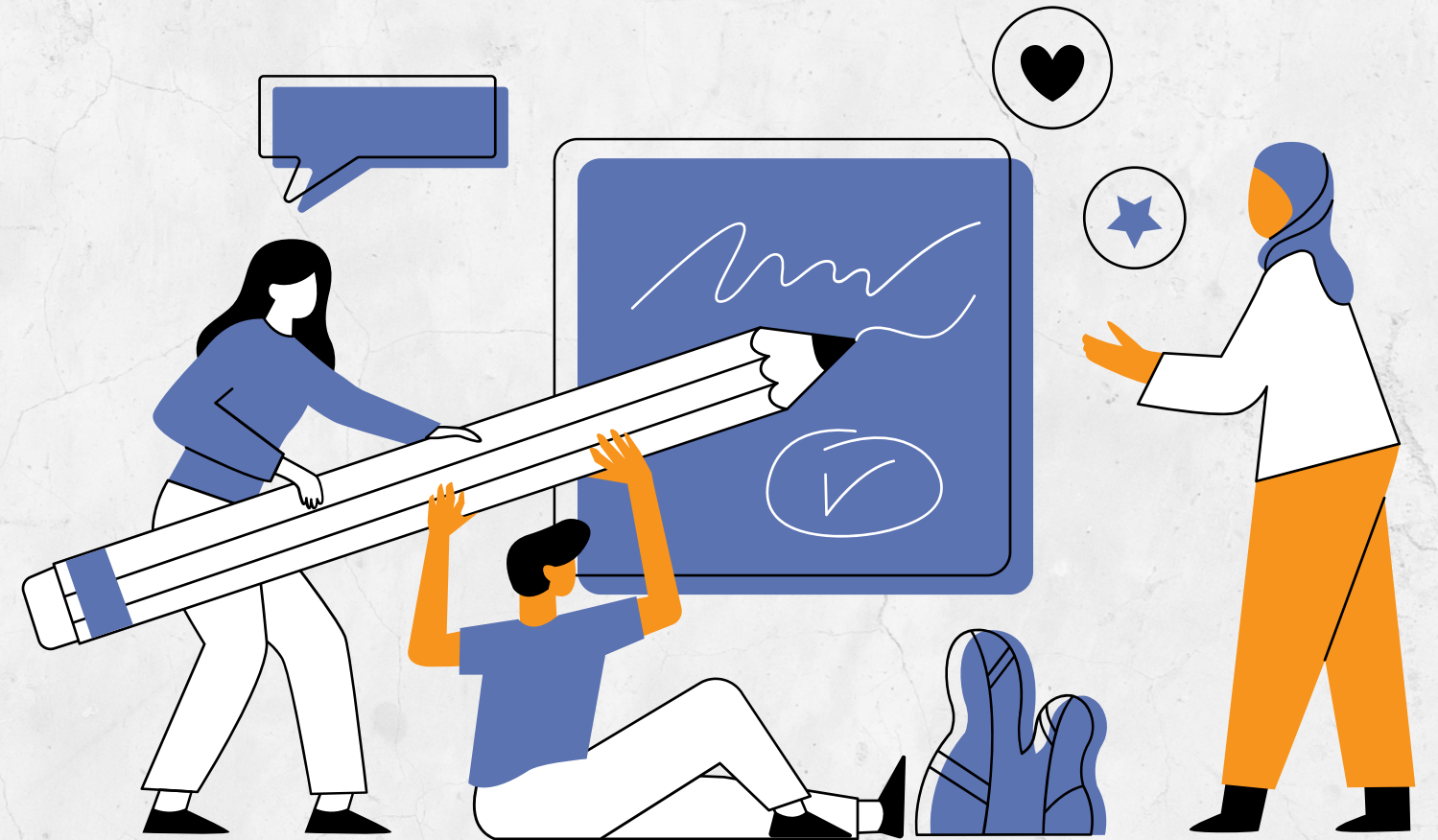
Feel good stories, videos, compelling narratives. Evoke emotions and connect with your audience on a personal level.

## Formats

Easy to understand to users and search engines. Add text to your images to make it searchable.

## Keywords

Identify relevant keywords that naturally occur in your organization and include them in your materials.





# Google My Business

**Who owns your business/organization on Google? Owning your pages on Google helps to control accurate information, respond to reviews and make your online presence be a shining example when someone searches for your organization.**



## **01** Claim/Verify

Ensure information is accurate, including name, address, phone number, URL and hours

## **02** Optimize

Complete all sections of your profile, add photos and encourage positive reviews

## **03** Analyze

Use Google Analytics and Google Search Console to monitor your website traffic and performance





# Marketing Integration

**Identify goals with marketing objectives** – such as increasing brand awareness, driving website traffic, or generating leads

**Develop integrated marketing campaigns** that incorporate SEO elements from the planning stage, including keyword targeting, content creation, and optimization.





**THANK YOU**

