

How SEO can transform your digital presence

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Your digital presence-the information that appears when someone searches your name online-is vital to your career success and personal brand. For example, if someone searches your name, what are the first results that appear? Are they articles written about you by reputable news sources? Or are they spammy or otherwise inappropriate content?



SEO can help you control this important aspect of your digital presence, allowing you to create and curate content that will positively affect how you're perceived in the world of business and beyond. Whether you need better [SEO in Melbourne](#) or in a different country, some basic SEO can definitely transform your digital presence.

Understanding search engines

[Search engines](#), such as Google and Bing, are constantly changing their algorithms. This means that to stay ahead of your competition in terms of search engine rankings, you need to keep up with these changes. Keep on top of trends in content marketing by signing up for online forums, reading articles or watching industry podcasts to learn more about optimising your site's performance.

What is search engine optimisation?

SEO is a term that refers to search engine optimisation. Every website and online presence needs a strategy to be found in search engines. If you don't have an SEO strategy, people won't find your website when they type keywords into Google or other search engines. If you want to make more money through your website or online presence, an SEO strategy is crucial.

Benefits of SEO: The traffic factor

Website traffic is one of the most important factors in a [successful business](#). If people can't find your website, they won't buy anything. When your content is optimised for search engines, it appears higher in search results, giving you more visibility and potentially more leads. Search engine optimisation also attracts links back to your site, giving you valuable link juice and making it easier for customers to find you again in searches that take place after their initial visit.

Understanding on-page and off-page optimisation

On-page SEO is done by modifying your website's code or content to improve its search engine ranking. On-page optimisation factors include meta titles, descriptions, headings, and keywords. internal links (which link one page on your site to another); and links from other websites. Off-page Optimisation refers to any activity that involves links from other sites to yours. Links from external sites have much more weight than those from within your own website.

Selecting the right keyword phrases

The foundation of an effective SEO strategy is choosing keyword phrases that are closely tied to your business and its products or services. When customers do searches, they're looking for information about products that might be of interest to them—that's why you should select a phrase that relates directly to your company. For example, if you are a restaurant owner in San Francisco, using San Francisco restaurants as your keyword phrase would be most beneficial.

Analysing keyword performance

Learning how to analyse your keyword performance will help you determine which keywords are performing well for your brand and which ones aren't.

Growing beyond organic reach

If you can harness search engine optimisation (SEO) to increase your digital presence, you can overcome any challenges. However, organic reach is not the only way to improve SEO. Working with paid ads can help enhance your overall strategy too.

Stay current with Google updates

Google is constantly changing its algorithm. While there's no foolproof way to ensure your website will always rank high on Google searches, it's a good idea to stay informed about what new developments and updates are taking place. Check out recent changes in search results using Google Webmaster Tools, an invaluable resource for [SEO professionals](#) and small business owners alike. Learn how these changes impact your content and websites before they roll out to wider audiences.

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