

SEO Positioning-

How to stand out from your competitors.

Fondo Europeo de Desarrollo Regional

"Una manera de hacer Europa"



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PRIMERA DEL GOBIERNO
MINISTERIO
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Y TRANSFORMACIÓN DIGITAL

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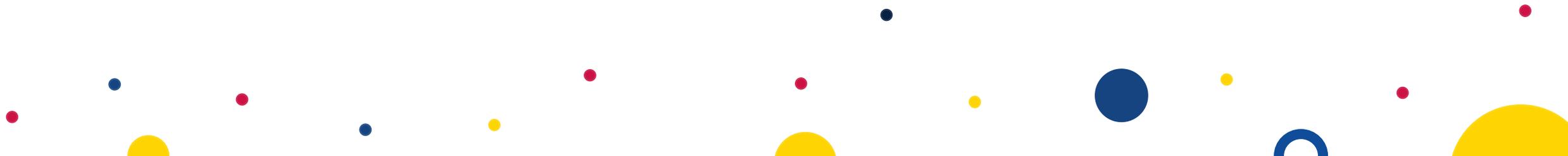
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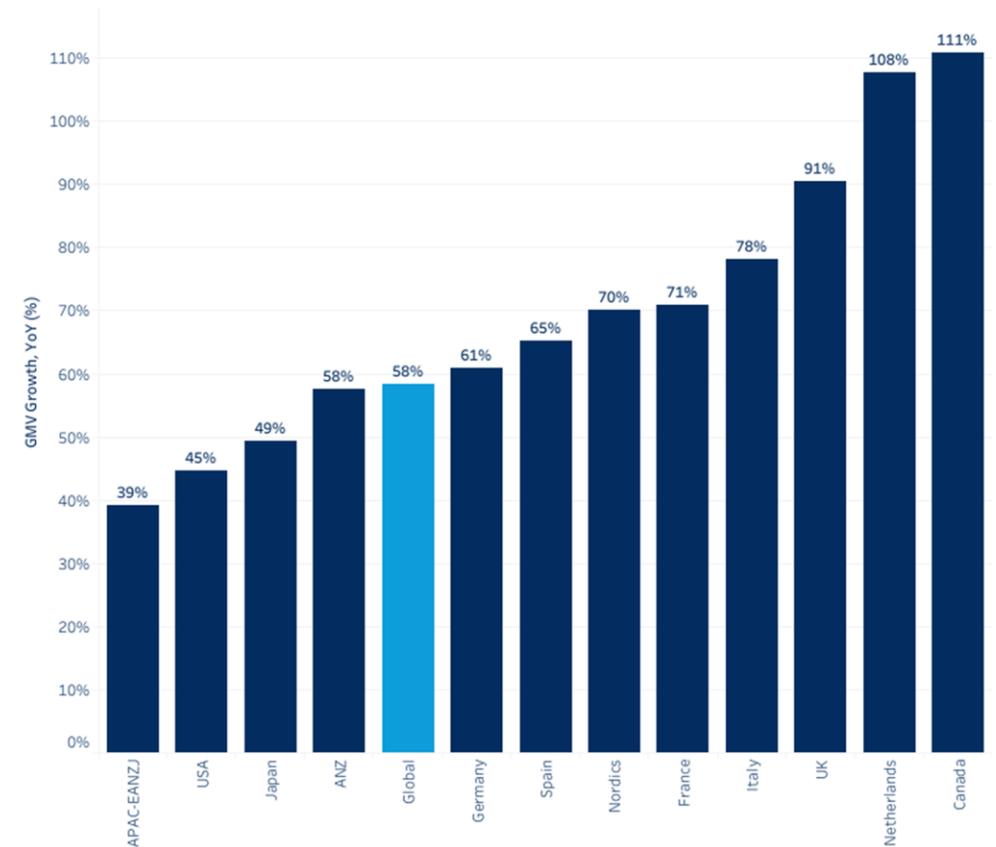
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Introduction

Consumers are adopting new forms of online consumption for reasons such as a lack of confidence in physical shopping for health reasons, among other factors.

Based on this approach, one of the main aspects to consider is how easy it is to find an SME's website on the internet or how well it is positioned in the main search engines. In order to achieve a good ranking that generates interactions, it is necessary for the SME to develop an SEO strategy.



Has data use increased in the wake of the pandemic?
Companies data driven maturity. INCIPY. 2021.

What is SEO positioning?

SEO is an essential digital marketing strategy for an SME to stand out among others. It consists of a series of techniques for optimising the company's resources so that the search engine identifies your website as relevant, placing it at the top of its search engine.

SEO positioning is made up of two main blocks:

1.

SEO On Page

2.

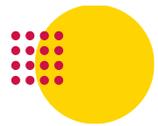
SEO Off Page



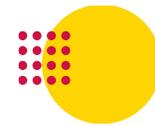
What is SEO positioning?

1. SEO On Page

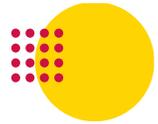
It is everything that can be **modified within the website**, such as the structure of the information and the content. It has a series of essential factors:



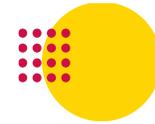
Title tags or meta-titles



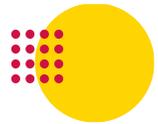
Include a social media widget



Meta descriptions



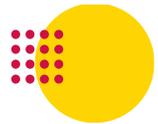
Optimised responsive adaptation



Size of content and volume of publications



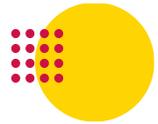
Loading speed



Clean Urls



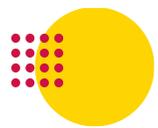
Internal, external or broken links



Do-follow y no-follow links



Featured Snippet



Portal and content with coherence

What is SEO positioning?

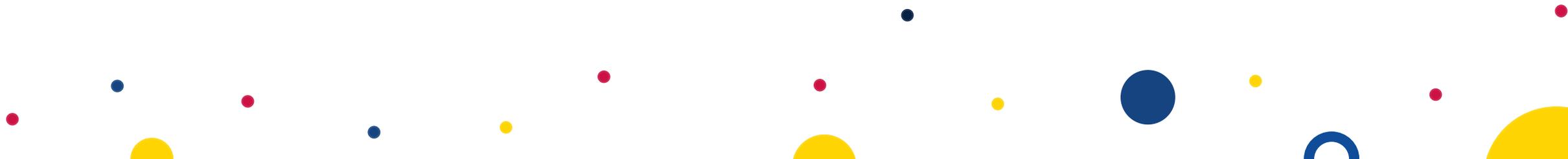
2. SEO Off Page

It is any action that is **taken from external sites** to improve search positioning. It has a number of fundamental aspects:

 Referral links or backlinks

 Social Media

 Directories and forums



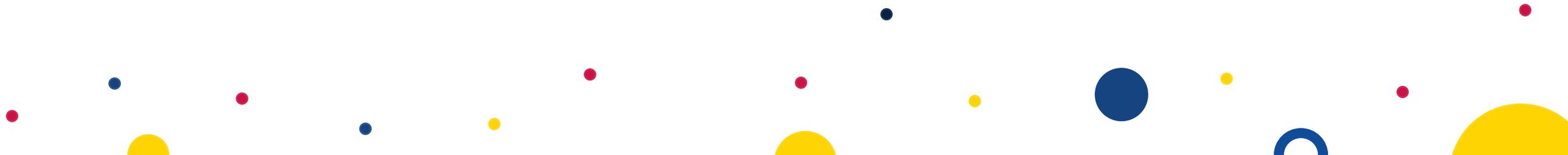
How to create a SEO strategy

How to make an SEO strategy for your SME, from 4 steps:

Objective definition.

It is the first step in developing an SME's SEO strategy. **Why carry it out?**

- > **Increase the number of visits** or traffic to your website.
- > Generate **more sales opportunities**.
- > Obtain a **higher number of sales**.
- > **Reducing the effort** of converting potential customers into customers.
- > Increasing SME **brand awareness**.

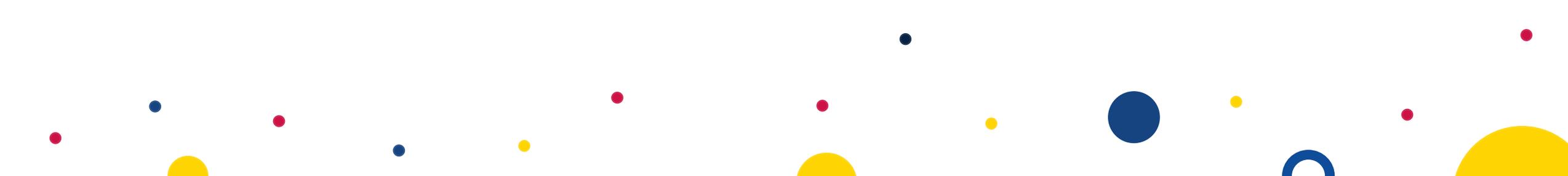


How to create a SEO strategy

How to make an SEO strategy for your SME, from 4 steps:

Creating a buyer persona

The buyer persona is the ideal representation of your customer. From the creation of the buyer persona, you can begin to develop the SEO strategy, since, as your ideal customer, you can define the following fundamental aspects.

- > The **language of communication** you want to use to approach your ideal clientele.
 - > The **type of content** your ideal buyer expects from your SME.
 - > The **communication or distribution** channels through which you will share with them the contents of your SME..
- 

How to create a SEO strategy

How to make an SEO strategy for your SME, from 4 steps:

Installation of SEO tools

SEO tools stand out for their great variety when it comes to choosing to boost the visualisation of a company, therefore, the most frequent SEO tools are reflected below, depending on whether they are paid or free:

Paid

Ahrefs

SE Ranking

SEMRush

KWFinder

Keywords Everywhere

Free

Google Analytics

Google Search Console

Google Keyword Planner

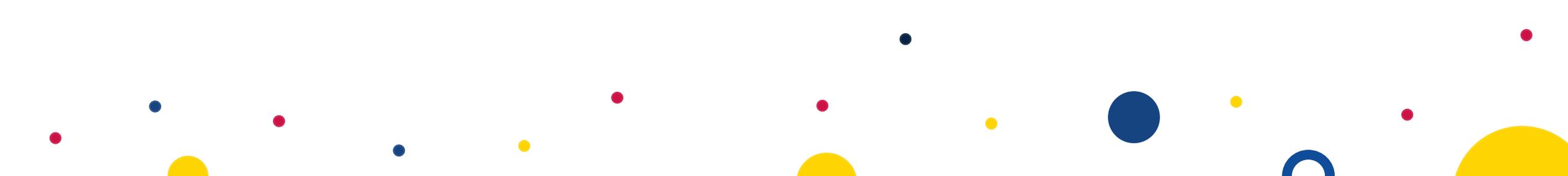
Google Trends

How to create a SEO strategy

How to make an SEO strategy for your SME, from 4 steps:

Use of keywords

Having defined the buyer persona and with an SEO tool, what separates the buyer from your product are the keywords, those words that will get your SME's website to the top of the search engines. There is a process for choosing keywords:

- > Considering what you want to **highlight or sell**.
 - > **Identify the keywords** that can be used to get users to the product or service you want to sell.
 - > It is necessary to analyse whether the **search volume of the keywords is convincing**.
 - > Finally, after the analysis, **a database with the best keywords should be created**.
- 

SEO Success Stories

Here are two success stories of companies that grew through an SEO strategy.

Las Tres Jotas

After the implementation of a keyword SEO strategy, it has been able to position the company, achieving that 25% of the users who visit its page, become contact through mail, telephone or map location.



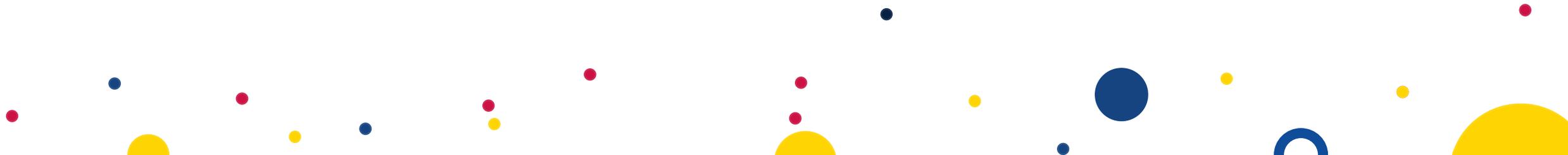
Cerrajeros Los Maños

As a result of several years working on the positioning of the SME, they have achieved their positioning on the first page of a reference search engine based on link building and a user experience strategy, which has had a positive impact on attracting new customers for the SME.

Conclusions

The online channel is increasingly gaining ground and SMEs must adapt to new trends. This results in the need to be present in the main search engines. But it is not only important to be present, but also to have a good positioning in these search engines so that potential customers have more access to your website and there are more opportunities to generate a sale.

Developing an SEO strategy will help your SME to improve its visibility, notoriety, sales, etc., which will improve the level of income and promote the growth of your company.



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