

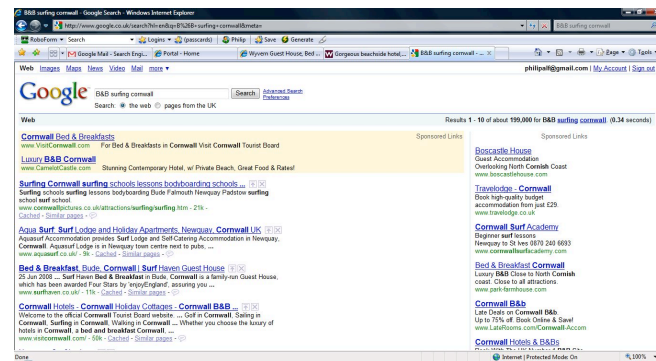


VISIBILITY

Search Engines

1. Natural (organic) search marketing
2. Pay per click search marketing

Organic & Paid Search Marketing



Natural Search

How to
improve
your
visibility?



structure

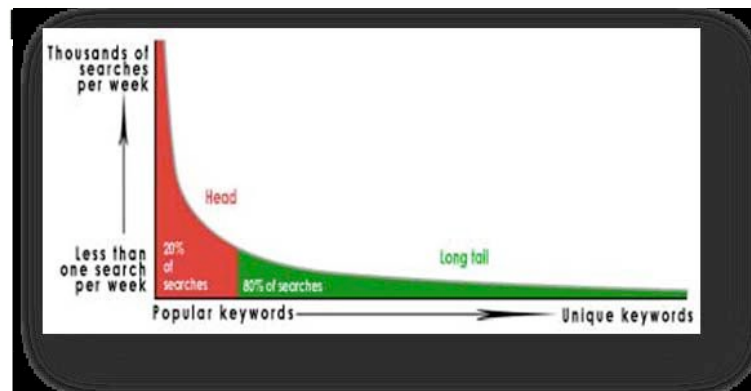
- Internal
hyperlinks
- External
hyperlinks



Keywords

The link
between
the user
and the
search
engines.





Unique keywords

Google reported in 2007 that **25% of searches conducted every day are unique searches that they had never seen before.**

Example of unique search

Search term used:

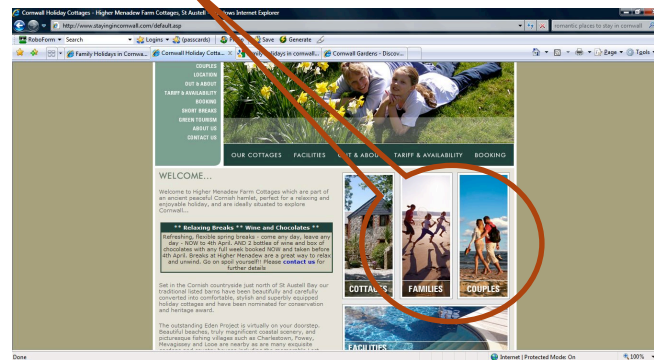
“self catering near jamie
olivers 15 restaurant”

Keywords

How to choose the right keywords?

- Understand your target audience
- Review your core product offering
- Research the competition
- Data analytics

Target Audience



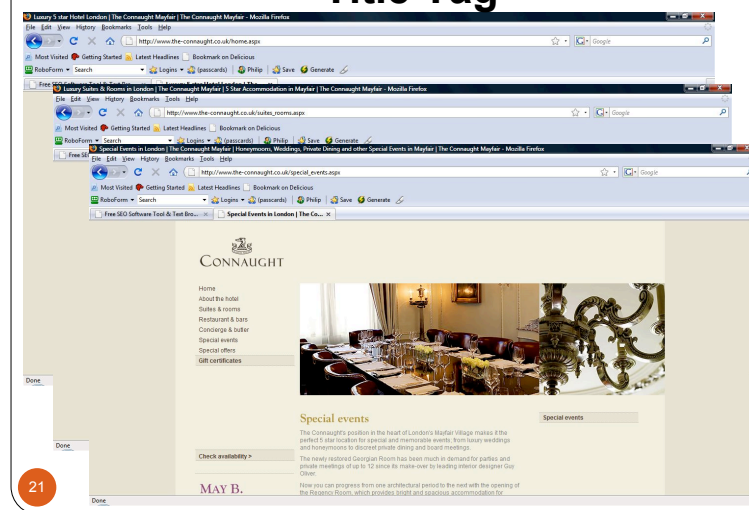
EXCERCISE 1

Profile your target market

Search engine optimisation

- Title tag
- Meta description
- Page copy
- Headings
- Image alt tags
- URLs
- Links

Title Tag



Title tag & meta description

