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SEO

If you ever need to hide a dead body, you should place it on the second page of Google search results.



Search Engine Optimisation

SEO stand for search engine optimisation. This is the art of your business or brand ranking high on a search engine on the unpaid section, also known as the organic listings.

In basic terms this means optimising your online content so that a search engine likes to show it as a top result to people who search for that specific topic.

When it comes to SEO, there's you (business or brand) the search engine (mostly google) and the searcher (your potential customer or client). If you sell running shoes and you create content about your running shoes (content like blog posts, imagery, designs, etc) you'll want your brand of running shoes to appear at the top of the search results when people search 'running shoes' on google.

SEO is the magic you have to work on your content, in order to make Google very likely to include your content as one of the top results, whenever someone searches for that keyword.

SEO Strategies

This package menu encompasses the development of different SEO strategies, to executing them with a website as well as improving the SEO score with popular search engines.

Technical SEO Audit and Snagging

We audit the current SEO health of a website to uncover where improvement is needed. This is like picking the low hanging fruit that when corrected, immediately have a positive effect on the SEO score.

On-Page SEO Strategy

This talks to aligning the content on each of the website's pages to a theme known as keywords. A strategy is developed with a key breakdown of keywords per page and how to use them within the content of that page. We can then amend the website to add the title tag, meta description, keyword focus and the heading tags. At this point, depending on the quality of the copy, it may be needed to rewrite some or all of the copy to align to the strategy.

Off-Page SEO Strategy

Is more about building website authority by building backlinks to other sites. While earning links from external websites is the most commonly practiced off-page SEO strategy, almost any activity that occurs outside of your own website and helps to improve your search ranking position could be thought of as "off-page SEO."

These include things like:

- Social media marketing
- Guest blogging
- Linked and unlinked brand mentions
- Influencer marketing

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