



A Simple Guide to Organic SEO

WHAT IS ORGANIC SEO?

Simply put, organic SEO is a method of building your brand and driving traffic to your website without spamming or dirty tricks. It relies on having accurate information which is presented well, maintaining a professional website, and building up traffic and brand loyalty in an honest way rather than tricking users into clicking on your site.



When you stop to think about it, businesses who conduct brute-force SEO by spinning content or paying money to have useless landing pages full of links promoted on other sites are only setting themselves up for failure. Google and other search engines are actively trying to eliminate pages like that from making it to the top of their search results. Very few physical companies would willingly set themselves up in an adversarial position with the people responsible for giving them business. There's no reason why an online venture should do that either.

Organic SEO is not only a good practice, it's the only way to see sustainable online growth that can't be shut down by search engines at a moment's notice. There are a lot of methods for organic SEO, but most people follow one common strategy with a few simple parts:



*Find keywords that are commonly searched for which relate to your product or service.

*Publish content which utilizes those keywords, and use links to tie your content together.



*Utilize other websites, like Facebook and Reddit, to drive traffic back to your website by sharing

high-quality, interesting content.

*After a set amount of time, examine what is working and what isn't, then adjust your strategy accordingly.

CONDUCTING KEYWORD ANALYSIS

Keyword analysis is the absolute core of any SEO effort. It's so important that many startups include their initial keyword analysis and strategy right in their business plan. Analyzing keywords helps to define your market and show you what they're currently looking for on the internet.

For the best organic results, you're going to choose keywords that accurately reflect your products or services. You'll find high-volume variations on those keywords, often with specialized software or websites devoted to collecting search information. Then, where possible, you'll bundle those keywords together in groups and publish an informative article that can make use of multiple related keywords.



BUILDING LINKS

INTERNALLY

Internal link-building is actually very easy, although it does take some time. After you have a reasonable amount of content on your website, look for common terms that relate to other articles. For example, a candle reseller might find every mention of tea lights within all of their content and link to a landing page specifically about which tea lights last longest or smell the best.

Building up internal cross-links does a few things for your business. To begin with, it increases the amount of time that a potential customer spends on your website, which typically correlates to an increase in sales. It also helps you boost your search engine ranking, since services like PageRank take internal cross-links into account.

If you're conducting a paid advertising campaign, where you receive a small payment for every ad served, cross-linking within your website can also drastically improve revenues.

GAINING POPULARITY

EXTERNALLY

Once your website is optimized for SEO and you have compelling content online, it's time to share it with the world. Organic SEO differs from the regular sort in one key way: You will never have to pay for inbound traffic of any sort. The only cost to your business is creating content and maintaining a web presence, and all advertising is done socially.



There are a few platforms for sharing your content organically that stand out above the rest. The first two, Twitter and Facebook, are already widely used and appreciated. Most everyone conducting an SEO campaign understands the benefits of sharing your content on these two platforms, and growing your online presence using them.

Another option for organic marketing and SEO is the popular link-sharing website Reddit. Unlike Facebook and Twitter, content shared on Reddit has a wide international appeal. It won't just be seen by your existing customer base and those interested in your product or service, it can easily go viral and reach an international audience. Content which tells a story, shares a unique fact or presents your business in a unique way is the best bet to get massive attention.

Links from external sites, not just Facebook, Twitter and Reddit, but the news aggregators that regularly cover popular content on those websites, will supercharge your SEO score. There's no bigger factor when it comes to search engine placement than the amount of inbound links to your content, and generating interesting articles or engaging images that get shared widely will help those links pour in.

FOCUSING YOUR STRATEGY **AND FINDING YOUR MARKET**

The final step to every basic organic SEO plan is to evaluate where you stand every few months. Take a look at how your keywords are performing using analytic software like Facebook Insights, Wordpress plugins or however you monitor your inbound traffic. Look at which keywords have performed well and which ones have missed the mark. Use your business sense and understanding of your field to decide whether to pursue underperforming content or cut it loose and focus on a different keyword. The best businesses, both online and in the physical world, are agile and responsive to what their customer base is telling them.



BUILD THE BEST WEBSITE **WITH THE BEST CONTENT**

The reason that so many entrepreneurs turn to less than professional methods of raising their search engine rankings and driving traffic to their website is because it's easier and cheaper. What many of them don't realize, is that in the long run the business that you build is also much more fragile. It's very hard to cheat Google for long, and they're interested in promoting the most relevant, accurate and high-quality content above all of the rest.



If you want to have a high PageRank score and drive traffic to your website, you have to build the sort of website that Google wants to put at the top of their search results. That means that you need to focus on a professional looking website with mobile capability, and you need to fill your website with top-quality content. Over the long term, this is the strategy that produces the most revenue and the best results.

