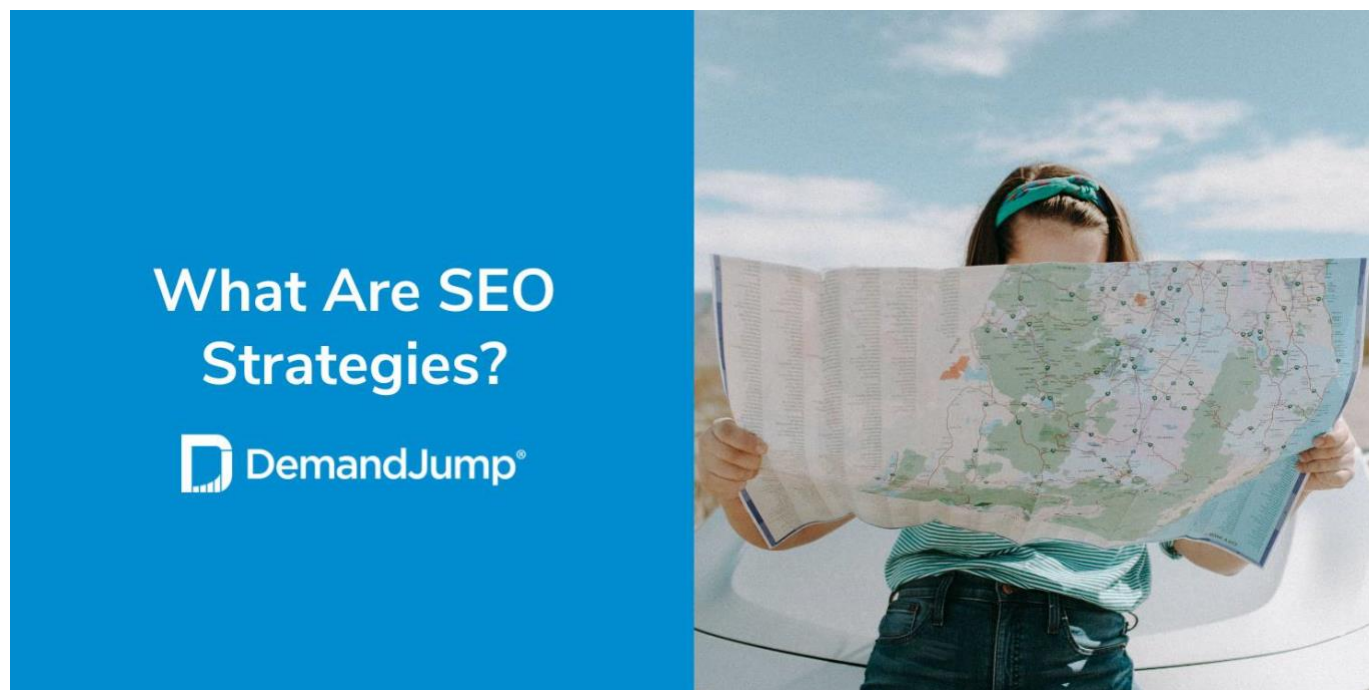


What Are SEO Strategies?



When was the last time you Googled something? Chances are, it was just a few seconds before you ended up here. And this probably wasn't your only search for the day. For businesses that implement the right search engine optimization (SEO) strategies, organic search can result in increased visibility and brand awareness. For businesses that don't...well, over 90% of content gets zero traffic from Google.

If you're looking to develop an SEO strategy to boost your page one rankings and reap the benefits, you've come to the right place.

In this blog we're answering three questions:

- What are the main SEO strategies?
- How do you create an SEO strategy action plan for your business?
- What is an SEO marketing strategy example you might implement?

Let's get started.

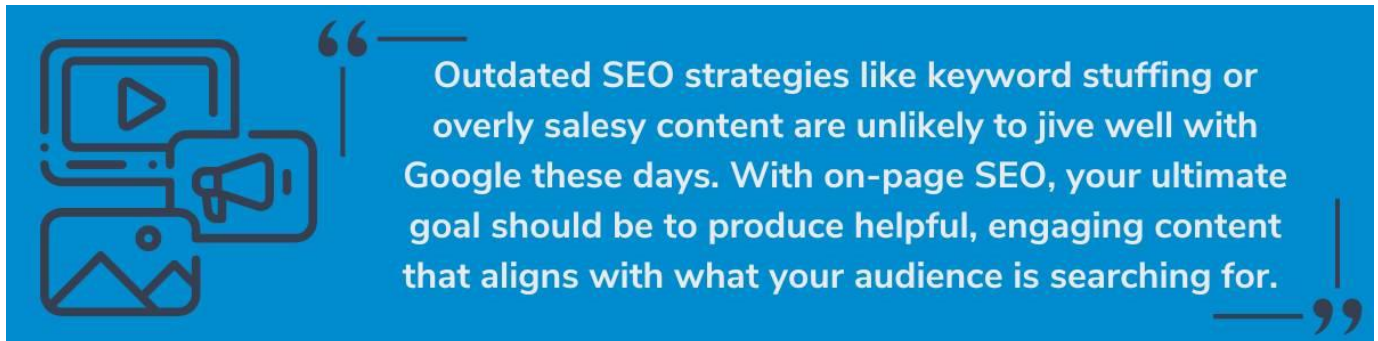
What Are SEO Strategies in Marketing?

The term "SEO strategy" refers to the different methods and techniques that marketers use to increase their rankings on search engine results pages (SERPs). In general, there are 4 types of SEO: on-page, off-page, technical, and local.

On-Page SEO

On-page SEO, which is what most people think of when they hear "SEO," is the process of optimizing the various elements of a website. When it comes to how to implement SEO in a website, consider

written content as well as keywords, images, meta descriptions, and more. It's important to note that outdated SEO strategies like keyword stuffing or overly salesy content are unlikely to jive well with Google these days. With on-page SEO, your ultimate goal should be to produce helpful, engaging content that aligns with what your audience is searching for. How do you know what your audience is looking for? With [DemandJump](#). Our platform shows you the exact keywords and phrases your prospects are searching online so you can generate content that aligns with their language.



Off-Page SEO

Off-page SEO refers to optimization tactics that occur external to a website, like social media posts (organic or paid), press releases, industry publications, review sites, podcasts, and more. When combined, these efforts can increase traffic to your website and boost brand awareness and authority.

Technical SEO

Technical SEO is the process of optimizing all of the backend elements of a website to ensure it runs smoothly. This includes things like page load speed, mobile responsiveness, site architecture, URL structure, and more. The fact is, you can have a beautiful website with helpful content, but if your site is difficult to navigate or slow to respond, users are likely to click away.

Local SEO

Local SEO refers to techniques that boost online presence within a specific geographic region. While it may not matter for online businesses, brick and mortar stores can benefit greatly from local SEO. It includes things like maintaining your [Google My Business Profile](#), garnering local reviews, and using region-specific keywords.

How Do I Create an SEO Strategy Plan?

Creating an SEO strategy plan means identifying goals and objectives, building an action plan, and creating and implementing your plan. Essentially, your SEO strategy plan acts as a roadmap, guiding you and your team through the entire process.

Below you'll find the basics to help you develop an SEO strategy template for your own project as well as a brief example to illustrate how it all ties together.

1. Identify Goals and Objectives

Before anything else, you need to set some guideposts for what your project will entail and what your overarching objectives are.

- What is the scope of the project? Are you planning on updating your website to make it more mobile friendly? Will you create new content or upgrade your existing content to improve your on-page SEO?
- What are the goals of your project? What key performance indicators (KPIs) will you track? Be as specific as possible, and ensure that you're also setting a concrete timeline to work from.

Let's take a look at what this looks like in action. Our example company, Loved Pro, provides software solutions for veterinary clinics. To increase their on-page SEO efforts, they decide to implement [Pillar-Based Marketing](#). Loved Pro wants to create two Pillars worth of content targeted at veterinarians and veterinary receptionists. With this content, they hope to increase their page one keywords and organic traffic over the next six months.

2. Build an Action Plan

Next, it's time to develop a plan that illustrates how you'll get from here to the finish line. Your action plan should include points such as:

- What specific strategies will you include?
- What is the timeline for each piece of the project?
- Who is responsible for implementing and tracking the project?
- How will you measure and track your progress?

Let's check in with our friends at Loved Pro. They decided to implement a Pillar-Based Marketing strategy by creating two Pillars worth of content. Each Pillar will include one Pillar piece (3,000-words), three Sub-Pillars (2,000 words each), and twelve blogs (750 - 1,000 words each). Using the [DemandJump](#) platform, they settle on "Veterinary Software" and "Veterinary Practice Management" as their Pillar topics.

From there, they determine who will:

- Act as a project manager
- Perform keyword research in the DemandJump platform
- Write the pieces
- Edit and post the articles

3. Create and Implement

Finally, it's time to get to work. Depending upon the scope of your project, this might include tasks like programming, keyword research, writing, publishing, or reaching out to industry publications.

Looking back at Loved Pro, their team is busy with three primary tasks:

- First, their team kicks things off with keyword research for each article. The DemandJump platform generates one-click outlines to help their team pull keywords for each piece. They're aiming for 20 keywords for each Pillar, 15 for each Sub-Pillar, and 7-8 for each Supporting Blog.
- Next, their writers research and write the content. They pay careful attention to create helpful, engaging content around the questions that their prospects are asking. From there, their writers review and edit each other's work.

- Finally, the work is published to their website. As they publish, they follow the linking strategy for Pillar-Based Marketing where each Sub-Pillar links up to a Pillar and each Supporting Blog links up to the appropriate Sub-Pillar and Pillar.

Afterwards, it's all about tracking progress, making adjustments as needed, and continually creating new content to keep up with their competition.



DemandJump: Data-Driven SEO Strategies

To be effective, your SEO strategy in 2023 and beyond needs to be built around data. That's where [DemandJump](#) comes in. Our platform gives you the information you need to:

- Understand what topics your audience cares about
- Know the exact keywords and topics to write about
- Identify how your competitors are performing

With DemandJump, you can focus on developing content to increase your page one rankings and drive better business outcomes.