

# SEO: What You Need to Know + The Basics



## What is SEO?

Search Engine Optimization (SEO) is the process of improving traffic to your website through organic or unpaid search engine results. Search engines use keywords entered by users to find relevant web pages that the user is searching for. In short, SEO increases the visibility of your website in search engine results pages (SERP), which in turn leads to more exposure for your website.

When users search for information, search engines rank the top ranked results as more relevant to what they are looking for. Therefore, users are more likely to click on page results that appear higher up in the SERP.

## How does SEO work?



Search engines like Google, Amazon, Yahoo and Youtube gather information about every page on the internet to help users find the exact answers to their questions. Each search engine uses an algorithm to rank web pages and convert the information into relevant and useful search results.

According to Google, the world's dominant search engine, search algorithms rank web pages depending on several factors, such as:

- The wording of the user's search query
- Competence of the sources
- Location and settings of the user
- The relevance and usability of the pages

## How can your business implement SEO?



To appear organically at the top of the SERP, you need to make sure that your website:

- Is user friendly and easy to navigate
- Is free of broken links or outdated information
- Contains clear and understandable information
- Contains content that revolves around keywords that are most relevant to your business and services
- Contains terms that you think a user might search for the information you provide
- Contains credible, reputable and quality inbound links

Your business can also invest in inorganic SEO or paid search marketing. For this purpose, you can give search engines specific keywords that are relevant to your company's products and



services. We recommend that you develop **specific keywords and phrases** that are **related to your brand** and include these words frequently in your written content. When a user searches for these keywords, an ad will appear at the top of the SERP. Only when the user clicks on your website do you pay for the ad.

How influencer marketing can improve your brand's SEO:



- Content from influencers can help build backlinks to your website.
  - When influencers include a link to your website when they post content for your brand, you get higher quality backlinks.
  - [Forbes](#) recommends emailing or direct messaging influencers to ask them to review your content because "many top bloggers and influencers send emails to their followers that include links to content they find useful or insightful."
- You can leverage influencer content by posting it on your website's blog.
  - Companies pay influencers for usage rights to post influencer content directly to their blog (as opposed to the influencer just sharing the content on their social media

channels). This form of guest blogging creates content with high authority on the clients' websites, which increases the chance of ranking higher in the SERPs.

- Influencers can create a "buzz" around keywords that are relevant to your brand.
- According to [B2C](#), "When an influencer shares your content, they get instant exposure, and when they promote your content, they increase its visibility in search engines."



SEO helps you increase your website's visibility and attract new potential customers/clients to your website. Using influencers to promote your products helps create a "buzz" around keywords.

And do not forget that influencers have the power to drive new audiences to your website. Driving more people to your website will lead to more leads and hopefully more sales! If you found this blog useful don't forget to share it with your foodie friends and leave a comment below, we love your feedback!