

What is SEO and Why its Importance to your Business in Gold Coast

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Abstract

You've come up with a promising business in Gold Coast idea, spent months designing and building your site, and submitted your URL to the major search engines. Now, all that's left to do is to wait for visitors to discover your site and spread the word! After a few months of waiting, your hit stats still haven't gone through the roof. What gives? Alas, with over one billion websites competing for views, this "build-it-and-they-will-come" approach to marketing is likely doomed to failure. The solution is to learn and apply SEO, which stands for Search Engine Optimization. In today's article, we'll learn what SEO is, and its role in making your website a success. In this article you will read about SEO and why it's important your business in Gold Coast on the Gold Coast.

1.0 Introduction

Search Engine Optimization (SEO) refers to the method used to increase a website's position on search engine results pages (SERPs) on sites such as Google, Yahoo, or Bing. Developing an SEO strategy for your business in Gold Coast in the Gold Coast can help draw consumer traffic to your website as well as grow your sales and revenue. To get you started on your SEO strategy development, here is a little background to understand how search engines, such as Google, use metrics to rank organic search website placements.

The goal of a search engine is to provide unbiased results that deliver information you are looking for as quickly and as accurately as possible. In order to do this, search engines are capable of identifying all relevant information online and

ranking them in order of quality and relevance. There are hundreds of factors that are involved when search engines rank websites in an organic search. Amazingly enough, they can analyze billions of pieces of data in as fast as 0.5 seconds! The actions you take to optimize your site will have a direct effect on your SEO ranking. Components such as H1 tags, the words used in your website meta description, content and keyword density, permalinks, and backlinks are some of many things that you can leverage to boost your ranking.

Search engine optimization is nowadays more important than ever and it is necessary for every webmaster to understand the true meaning of SEO as well as the potential it creates for every business in Gold Coast in Gold Coast. Search engine optimization or SEO in short, is a set of rules that can be followed by website (or blog) owners to optimize their websites for search engines and thus improve their search engine rankings.

In addition, it is a great way to increase the quality of their web sites by making them user- friendly, faster and easier to navigate. SEO can also be considered as a framework since the whole process has a number of rules (or guidelines), a number of stages and a set of controls.

2.0 What is SEO?

Search engine optimization or SEO in short, is a set of rules that can be followed by website (or blog) owners to optimize their websites for search engines and thus improve their search engine rankings. In addition, it is a great way to increase the quality of their web sites by making them user- friendly, faster and easier to navigate. SEO can also be considered as a framework since the whole process has a number of rules (or guidelines), a number of stages and a set of controls.

3.0 Why is SEO important?

In today's competitive market, SEO marketing is more important than ever. Search engines serve millions of users per day looking for answers to their questions or for solutions to their problems.

If you have a web site, blog or online store, SEO can help your business in Gold Coast grow and meet the business in Gold Coast objectives.

Search engine optimization is essential because:

- The majority of search engines users are more likely to click on one of the top 5 suggestions in the results pages (SERPS), so to take advantage of this and gain visitors to your web site or customers to your online store you need to in the top positions.
- SEO is not only about search engines but good SEO practices improve the user experience and usability of a web site.
- Users trust search engines and having a presence in the top positions for the keywords the user is searching, increases the web site's trust.
- SEO is good for the social promotion of your web site. People who find your web site by searching Google or Yahoo are more likely to promote it on Facebook, Twitter, Google+ or other social media channels.
- SEO is important for the smooth running of a big web site. Web sites with more than one author can benefit from SEO in a direct and indirect way. Their direct benefit is increase in search engine traffic and their indirect benefit is having a common framework (checklists) to use before publishing content on the site.
- SEO can put you ahead of the competition. If two web sites are selling the same thing, the search engine optimized web site is more likely to have more customers and make more sales.(ALEX CHRIS, 2016)

3.1 An introduction to SEO for beginners

For beginners to SEO the above definition may sound complicated, in simpler terms Search Engine Optimization is a way to improve your website so that it will appear closer to the top positions in the search results of Google, Yahoo, Bing or other search engines.

When you perform a search on Google (or any other search engine) the order by which the returning results are displayed, is based on complex algorithms.

These algorithms take a number of factors into account to decide which web page should be shown in the first place, second place etc.

Optimizing your web site for search engines will give you an advantage over non-optimized sites and you increase your chances to rank higher.

What are the main stages of the Search Engine Optimization process?

As I mentioned above, SEO is not a static process but rather a framework with rules and processes. For simplicity though SEO can be broken down into 2 main stages:

1. On-site SEO: What rules to apply on your site to make it search engine friendly
- And
2. Off-site SEO: How to promote your website or blog so that it can rank better in search results.

➤ On-site SEO

In my search engine optimization tips for beginners article I have explained with examples the 15 most important rules for on-site SEO.

These are simple tweaks you can apply to your web site and increase your search engine visibility. If followed correctly, these 15 SEO tips will also improve the usability and credibility of your website or blog.

In addition to the above guidelines, the structure of a web site is also very important for SEO purposes.

If you seriously take into account these 2 factors i.e. web site structure and the seo tips, then that's all you need to do to help search engines trust your web site.

There is no need to spend more time than needed with on-site SEO neither you should over optimize your website or blog because it can sometimes (under certain conditions) generate the opposite results.

➤ Off-site SEO

Besides the changes you can do to your web site (on-site SEO) so that it ranks higher in the SERPs, the other way to improve your website's ranking position is by using off-site SEO techniques.

Off-site SEO is generally known as link building but I prefer to use the term web site promotion since a proper way to promote a website involves much more methods and techniques than building links.

In general, search engines are trying to find the most important pages of the web and show those first when a user enters a search query.

One of the factors to determine the position a web page will appear in the results is the number of incoming links.

Incoming links are a signal of trust and depending from where the links are coming, they can greatly affect your ranking position (either positively if the links are coming from well-known and trusted sites or negatively if they are paid links, article directories, link farms etc.).

What can you do to get more links?

That's a very good question and I am sure that if you search the Internet for that phrase you will get hundreds of different answers.

In my opinion, and this is what I will try to explain in this article, you should forget about building links and concentrate on creating good quality content for your web site.

Good content will get you natural links which in turn will give you good rankings and traffic.

If you try to buy links or get them the easy way (read this: [Guest posting for links](#)), you may have a temporary success and then see your web site disappearing from the top pages after the next Google update.

4.0 What is the difference of SEO and Internet marketing?

Some people often ask me "Is SEO the same as Internet Marketing?" The simplest answer I can give is that SEO is one of the tools available in your Internet Marketing arsenal. It is not Internet Marketing as such but it can be part of your overall Internet Marketing campaign which normally includes other things like social media promotion, content strategy etc. Good content is still the most important success factor with or without SEO.

Before closing this introduction to search engine optimization you must have very clear in your mind that SEO cannot help you if you don't have good content.

In other words if you try to SEO a website with not very good content your chances of succeeding (in the long term) are minimum.

On the other hand, a website with good content can do well with or without SEO. SEO will just give the web site an extra boost.

5.0 SEO Components

Here is a quick overview of these components and how they relate to the most frequently used search engine, Google:

- **H1 Tags:** These are the larger headers you use to title your content. For example, the H1 for this article would be the title, ‘What is SEO and why is it important for your business in Gold Coast?’. This article page may surface on the Google search results when someone searches for keywords that are present in the H1 tag like ‘SEO’ and ‘business in Gold Coast’. Make sure your H1 tags are relevant to the keywords you want to be showing up for.
- **Keyword Density:** This is the amount of times that the keyword your audience is searching for appear on your website. Make sure to mention your keywords, not only in your H1 tags, but also in the body of your content. While you want to include your your keywords often, don’t oversaturate your content. Remember, Google will also consider the use of synonymous keywords.
- **Meta Description:** This is the description you provide search engines in your <meta> html tags. The meta description you use for your website should also include the keywords you want your target audience to search for.

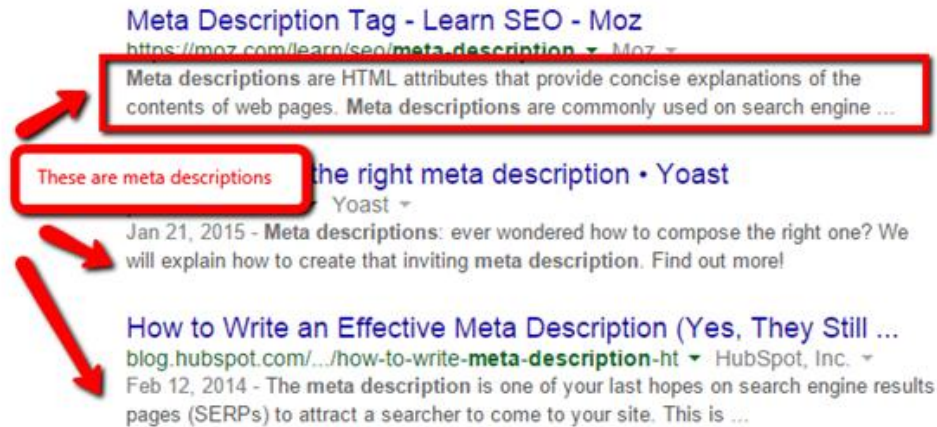


Figure 1

- **Permalinks:** This refers to permanent URL links that are specific to your website. It is advantageous to include your keywords in these permalinks in order to be considered for higher ranking on Google. For example, if you have a gardening website and want your consumers to find the keywords “lawn products,” it would be optimal for you to have a page with a permalink such as: <https://www.netvision.com.au/seo-goldcoast>.
- **Backlinks:** This is when other websites link back to yours by providing their viewership with your website URL. For example, if Forbes mentions your business in Gold Coast on their website and includes a link for their readers that leads back to your website, this would be considered a backlink. The more of these you have, the better your opportunities are to be higher ranked in your keywords. However, the source of your backlinks also plays a factor in ranking. Google values quality and the bigger the source your backlink come from (ie. Forbes, NY Times, .gov addresses etc.) the better chances you have for being ranked higher in your SERPs. Be advised that buying backlinks from websites is considered ‘black hat SEO’ and is not recommended.(inmotionhosting, 2015)

6.0 The Role of SEO in Search Engine Optimization

SEO is a set of rules that can be followed by website administrators to optimize their website(s) for search engines and thus improve their search engine rankings.

These rules are necessary, because, in order for a search engine to return the most relevant results, it first needs to parse web pages and index them for both relevance and popularity. There are literally hundreds of factors that influence a page's relevance, both large and small. Popularity is determined using complex mathematical algorithms that comprise numerous variables. These variables are referred to as "ranking factors" in the search marketing biz.

7.0 SEO vs. Internet Marketing

SEO is not the same thing as Internet Marketing. A more apt description would be that it's one type of Internet Marketing. As such, it should be part of your overall Internet Marketing campaign, which normally includes other things like social media promotion, email campaigns, and other activities. In fact, SEO is really the first marketing initiative, as designing a solid document structure and authoring engaging content contributes directly to SEO.

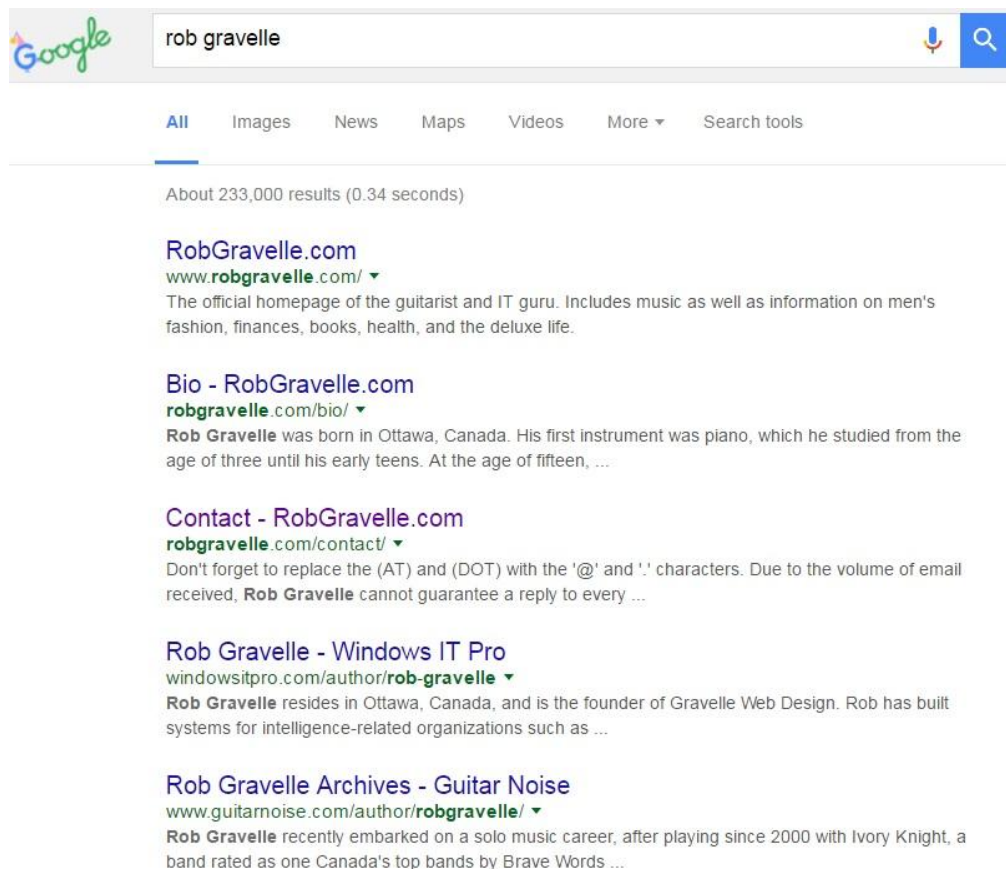


Figure 2The battle for Rob Gravelle supremacy:

8.0 SEO Gone Bad: Tricking the Search Engines

Some unscrupulous individuals have gone to great lengths to achieve a top ranking in popular search engines by resorting to hacks. Many attempts to manipulate search engine results were successful for a time, until search engine bots wised up and began catching the fraudsters in the act. Sites that were propped up by artificial means were promptly blacklisted and removed from search engines.

Tricks include:

- Paying unscrupulous companies to submit a site to a bunch of dubious link directories.
- Selling text links on the site.
- Article marketing. That's where you write multiple similar versions of the same article, making only minute adjustments to the wording, and then submit those versions to different websites that collect free articles in exchange for a link back to your site.

Google has become especially adept at catching deceptive SEO practices. According to Nicholls:

"With updates to Google's algorithms, website are not as easily able to trick the search engine into a higher rank than they deserve and this is good. The hard part to these changes is that it makes SEO a lot harder to get quick results for a competitive market and a lot more work to improve the website's rank than it was in the old days."

In Closing

Even if search engines don't catch you today, they are always evolving. Thus, they are guaranteed to catch you at some point in the future. So always do SEO the right way. How to use SEO correctly will be the subject of an up-coming tutorial.

9.0 How SEO Benefits You

Studies have shown that the majority of users are most likely to choose one of the top 5 suggestions in the results page, so it's highly advantageous for you to rank as

high as possible. Doing so will help direct a far higher number of visitors to your website and/or customers to your on-line store.

Moreover, most searchers don't just search once before clicking on a website. Rather, people tend to search, click on some websites, edit their search terms, search again, click on more websites, further hone their search terms, search again, and so on. This honing behavior means that if your site continually shows up in all a user's search results, their trust in your site will grow accordingly. After enough exposure, the user will very likely click on the link to your website. Moreover, the chances of the user making a purchase are also increased by the built-up trust.

Speaking of studies, several have shown that SEO can have a better return on investment (ROI) than traditional forms of marketing such as TV and print ads. There is such a thing as paid search engine ads (i.e. Google AdSense), but what we're talking about here is just the regular search results. SEO's superior performance can be attributed to the fact that it markets to people when they are already looking for the products and services your business in Gold Coast provides. As such, you don't have to interrupt their favorite TV show, or compete for their attention on a page where they are reading a news article. Nor do you have to convince them they need your product or service; only that you are the right business in Gold Coast to purchase from. In that sense, good SEO preaches to the choir.

Understanding SEO allows you to properly build, format, and annotate your web content in a way that search engines can digest. Without SEO, a website can be invisible to search engines. According to Robert Nicholls, founder of Capital City Web Solutions:

"Unfortunately, a great website is only great to those who see it and without SEO, the chance of a new website being found in search engine results is practically zero."

The good news is that the steps required to make your site rank higher in search engines has the beneficial side effect of increasing the quality of your website by making it more user-friendly, faster, and easier to navigate. In the case of an online store, SEO plays a major role in helping your business in Gold Coast grow and achieve its potential.

The traffic generated by SEO tend to be more valuable than by other means because it allows for extensive behavioural tracking. Probably the best example of

this is Google Analytics. The data and metrics that Google Analytics provides is highly relevant because they give you insight into your customers: how they search, how they browse, the language they use, the technology they use, the region they live in, the days they are most active, the times of day they are most active, etc. All of this information can be extremely useful in helping you make more informed decisions regarding your business in Gold Coast and its strategies, both online and off.(Rob Gravelle, 2017)

10.0 Advantages of SEO for Your Business in Gold Coast

As technology evolves, so does the way that customers search for business in Gold Coast online. More people are searching online across various devices – desktop, mobile, tablet – to find the best products and services in their local area. Imforza reports that 75% of users never scroll past the first page of search results. Also, a BrightLocal survey shows that 92% of consumers read online reviews when evaluating the reputation of a local business in Gold Coast. Such evidence supports the notion that building and maintaining a strong online presence for your business in Gold Coast website is a crucial component to your marketing strategy. SEO, or search engine optimization, is a powerful marketing approach to accomplishing overall success for your business in Gold Coast, both offline and online.

Here are some of the advantages of SEO for your business in Gold Coast.

10.1 Increased Organic Traffic

Organic traffic is in reference to the number of visitors, landing on your website through non-branded search queries (e.g. “digital marketing services”).

By optimizing your content and website with high-quality keywords, both prospective and returning customers will have an easier time searching for your products and services. Search engines like Google will also be more likely to rank your site higher on the results page.

10.2 Strong Segmentation

Let’s take a look at traditional marketing in this overly advertised world.

Television ads, billboard signs, printed newsletters, and newspaper classifieds all seem like costly strategies that are doomed from the start,

desperately screaming for attention without much conviction to keep listening.



Figure 3

Instead of preaching aimlessly, SEO naturally attracts customers who are already seeking your products or services. SEO also allows you to break down segmentation into a decimal (almost!) by location, behaviour, device, keywords, referring sites, landing pages, and more.

10.3 Low Cost, High ROI

Contrary to popular belief, search engine optimization does yield quantifiable results. Tracking conversions, website traffic, and increase in rankings across search engines and social media platforms can provide you with granular-level data about your customers and their level of engagement down the purchase funnel. Analysing this information can then help you refine your marketing campaign and save time, money, and resources in the process. SEO is also crowned as the most cost-effective, long-term marketing strategy for building awareness, generating leads, and increasing conversions.(Nick Footer, 2016)

11.0 Why Your Business in Gold Coast Absolutely Needs SEO

Many brands and business in Gold Coast know (or think they know) that they need SEO for their digital properties, and the benefits they will get from that SEO work being implemented on their behalf. SEO will certainly improve a website's

overall search ability and visibility, but what other real value does it offer? Why is SEO so important? These reasons should offer some clarity, regardless of the industry or business in Gold Coast size, as to why business in Gold Coast need SEO to take their brand to the next level.

11.1 Organic Search Is Most Often the Primary Source of Website Traffic

Organic search is a huge part of most business in Gold Coast's website performance, as well as a critical component of the buyer funnel and ultimately getting users to complete a conversion or engagement.

As marketers know, Google owns a significantly larger portion of the search market than competitors like Yahoo, Bing, Baidu, Yandex, DuckDuckGo, and the many, many others.

That's not to say that all search engines don't contribute to a brand's visibility — they do — it's just that Google owns about 75 percent of the overall search market. It's the clear-cut leader and thus its guidelines are important to follow.

But the remaining 25 percent of the market owned by other engines is obviously valuable to brands, too.

Google, being the most visited website in the world (as well as specifically in the United States), also happens to be the most popular email provider in the world (with more than 1 billion users). Not to mention YouTube is the second biggest search engine.

We know that a clear majority of the world that has access to the internet is visiting Google at least once a day to get information.

Being highly visible as a trusted resource by Google and other search engines is always going to work in a brand's favour. Quality SEO and a high-quality website take brands there.

11.2 SEO Builds Trust & Credibility

The goal of any experienced SEO is to establish a strong foundation for a beautiful website with a clean, effective user experience that is easily

discoverable in search with thanks to the trust and credibility of the brand and its digital properties.

Many elements go into establishing authority regarding search engines like Google. In addition to the factors mentioned above, authority is accrued over time as a result of elements like:

- Quality backlink profiles.
- Positive user behaviour.
- Machine-learning signals.
- Optimized on-page elements and content.

But establishing that authority will do more for a brand than most, if not all, other digital optimizations. Problem is, it's impossible to build trust and credibility overnight — just like real life. Authority is earned and built over time.

Establishing a brand as an authority takes patience, effort, and commitment, but also relies on offering a valuable, quality product or service that allows customers to trust a brand.

11.3 Good SEO Also Means a Better User Experience

Everyone wants better organic rankings and maximum visibility. Few realize that optimal user experience is a big part of getting there.

Google has learned how to interpret a favourable or unfavourable user experience, and a positive user experience has become a pivotal element to a website's success.

Customers know what they want. If they can't find it, there's going to be a problem. And performance will suffer.

A clear example of building a strong user experience is how Google has become more and more of an answer engine offering the sought-after data directly on the SERPs (search engine results pages) for users.

The intention of that is offering users the information they are looking for in fewer clicks, quickly and easily.

Quality SEO incorporates a positive user experience, leveraging it to work in a brand's favor.

11.4 Local SEO Means Increased Engagement, Traffic & Conversions

With the rise and growing domination of mobile traffic, local search has become a fundamental part of small- and medium-sized business in Gold Coast's success.

Local SEO aims at optimizing your digital properties for a specific vicinity, so people can find you quickly and easily, putting them one step closer to a transaction.

Local optimizations focus on specific towns, cities, regions, and even states, to establish a viable medium for a brand's messaging on a local level.

SEO pros do this by optimizing the brand's website and its content, including local citations and backlinks, as well as local listings relevant to the location and business in Gold Coast sector a brand belongs to.

To promote engagement on the local level, SEO pros should optimize a brand's Knowledge Graph panel, its Google My Business in Gold Coast listing, and its social media profiles as a start.

There should also be a strong emphasis on user reviews on Google, as well as other reviews sites like Yelp, Home Advisor, and Angie's List (among others), depending on the industry.

11.5 SEO Impacts the Buying Cycle

Customers do their research. That's one of the biggest advantages of the internet from a buyer perspective. Using SEO tactics to relay your messaging for good deals, groundbreaking products and/or services, and the importance and dependability of what you offer customers will be a game changer.

It will also undoubtedly impact the buying cycle in a positive way when done right. Brands must be visible in the places people need them for a worthy connection to be made. Local SEO enhances that visibility and lets potential customers find the answers, and the business in Gold Coast providing those answer. (Sam Hollingsworth, 2018)

12.0 SEO Has One of the Best ROI's in Advertising

SEO rewards your business in Gold Coast for its efforts at a higher rate than pretty much all traditional forms of offline advertising — the same can be said for almost all types of internet marketing. The reason for this is because SEO is an inbound marketing strategy; that is, it allows you to market to people when they are looking for the products and services your business in Gold Coast provides. You don't have to interrupt their favourite TV show, you don't have to take up space on a page where they are reading a news article. You just show up when they are looking for business in Gold Coast like yours. You don't have to convince them they need your product or service; you just have to convince them that you are the right business in Gold Coast to purchase from. In other words, with SEO, half the battle is won before it even starts. (firstviewonlinemarketing, 2017)

13.0 What is the Future of Search Engine Optimisation?

Search engine optimisation or SEO has been ruling the roost for a decade now, even though social media and mobile apps have been trying to overthrow its supremacy. It has been constantly evolving and penetrating into deeper realms of marketing to become an advanced methodology that ranks a website higher up on the search engine results page (SERP). From being a mystery to most marketers who deemed it irrelevant, it has morphed into a money-spinning strategy that assures high return on investment.

With the global internet usage reaching 46.8% in 2017, the world has literally shifted online, and Smartphones are paving the way for further diffusion. Consequently, the expenditure on SEO has also increased and the future ahead looks brighter than expected. With the popular search engines like Google, Yahoo, Bing and Baidu updating their algorithms and SERP displays often, the job of a digital marketing agency has become all the more prominent. Innovative and cutting-edge technologies are revolutionising the digital scenario and SEO is following suit.

Though it is challenging to predict what the coming months will be dishing out, there are certain elements which will play a vital role in search engine optimisation. Here is what our Gold Coast SEO genius thinks will be making waves in the Search Engine industry.

13.1 Google Adwords becomes Google Ads

The July 24th update of Google Adwords which changed the brand name to Google Ads has been making a lot of people anxious. The good news is that the new Google marketing platform will be an amalgamation of DoubleClick and Google Analytics 360. While the features and network will remain the same, the new Google Ad manager will help advertisers of all sizes to choose the right solutions to create more valuable ads and engaging user experiences for consumers across devices.

It will benefit small business in Gold Coast to quickly get started with advertising on Google and generate better results. Google Ads will have additional features like automation and machine learning while the Google Ad Manager platform will help marketers reach customers via a variety of platforms like Apple News, AMP, apps, TV, Live streams and more. The digital marketing agency will have a little less to worry about as the Google Marketing Platform will allow the use of both analytics and ads together for improved results, reporting and understanding. It will make it possible to purchase, measure, and optimise digital media and user experience on one platform.

13.2 Google Policy Guideline Changes (E-A-T & YMYL)



Figure 4

The guideline changes are announced by Google every year to help business in Gold Coastes and marketers understand how they evaluate the ranking and what kind of information are they looking for. The two metrics of evaluation E-A-T and Y-M-Y-L can help business in Gold Coastes to create better websites. E-A-T expands to Expertise, Authoritativeness and Trustworthiness. The high ranking pages possess high E-A-T levels while low ranking pages are far behind. For a high E-A-T score, a website must possess ample content on the relevant topic which satisfies the needs of the user.

The site must be highly regarded for the information it provides and should have sufficient auxiliary information under sections like About Us and Contact Us. The navigation should be intuitive, and the content should be regularly updated and edited. The expertise of the content depends on the subject matter of the website. If the site is related to medical information, financial advice or high-quality hobby pages, then it must have knowledgeable and credible content.(Netvision, 2007)

The second metrics Y-M-Y-L stands for ‘your money or your life’ and comprises those pages which can affect the income, happiness and life of the user. These are the pages which Google wants to be written by experts such as financial or tax information, legal facts, medical data, financial transaction, and any piece of information with a low level of E-A-T which can prove to be dangerous for the users. So Google prefers the highest quality of content for ranking of these pages. Undoubtedly, both the measures point towards the need of subject matter experts and that is why marketers need to hire quality writers to rank higher on the SERPs.

13.3 Google Algorithm Update



The August 1, 2018 Google Algorithm update has created a buzz in the industry circles with the rankings dropping drastically for specific sites and going up for others. The change has affected both the map listings and the organic search results of mainly Y-M-Y-L sites. However, the impact of the change may be broader than what is being witnessed upfront. Most of the sites that were hit belong to the diet, nutrition and medical device segment. Additionally, business in Gold Coastes that are operating in multiple locations experienced a drop in favour of smaller local business in Gold Coastes.

The overview of the change suggests that there is a greater emphasis on the T in the E-A-T for Y-M-Y-L sites that saw a drop in their rankings. The data shows that sites which had no info on their 'About Us' page witnessed a tumble. This means that there is a greater need for displaying a business in Gold Coast's expertise and authority in its domain through information about its experience, its people, its awards, its policies etc.

Plus, all the articles on the website should be credited to a credible author along with an author bio to make them trustworthy. Websites selling harmful or vague products were pushed down as well as those with any negative feedback in the market toppled over. Thus the impetus is on giving higher ranking to sites that are trustworthy, possess high-quality content, hold a high reputation in the market and are selling credible and safe products. They must have positive reviews from consumers as well. (Nitish Khanna, 2018)

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