

# WORKSHOP

## 5 ESSENTIAL SEO STEPS FOR SMES

Campaigns	Marketing
Agency	SEO
Marketing Agency based in Altrincham	
Agencies that have won awards in Cheshire	



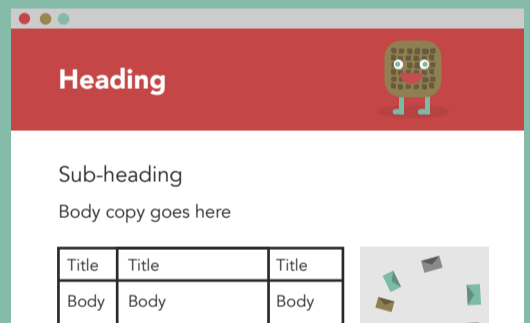
Hone down to niche keywords based on your USP rather than broad, competitive ones.

## Workshop

Why do agencies charge for thinking time?

Look for natural long-tail keywords and use your specialist knowledge to write content which answers questions people are asking..

Google loves content that's varied and easy to read. Use plenty of sub-headings and rich media such as tables, mini infographics and link banners.



If you're only doing low-level SEO work, there are free tools that can help. However, we recommend investing in a campaign tool if you want more insight into your ranking.

## BE PATIENT!

1st Mar

8th Nov

2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34

It takes around 35 weeks for Google to decide your search ranking. As your website grows, as you get more domain authority, you'll be able to rank for more keywords.