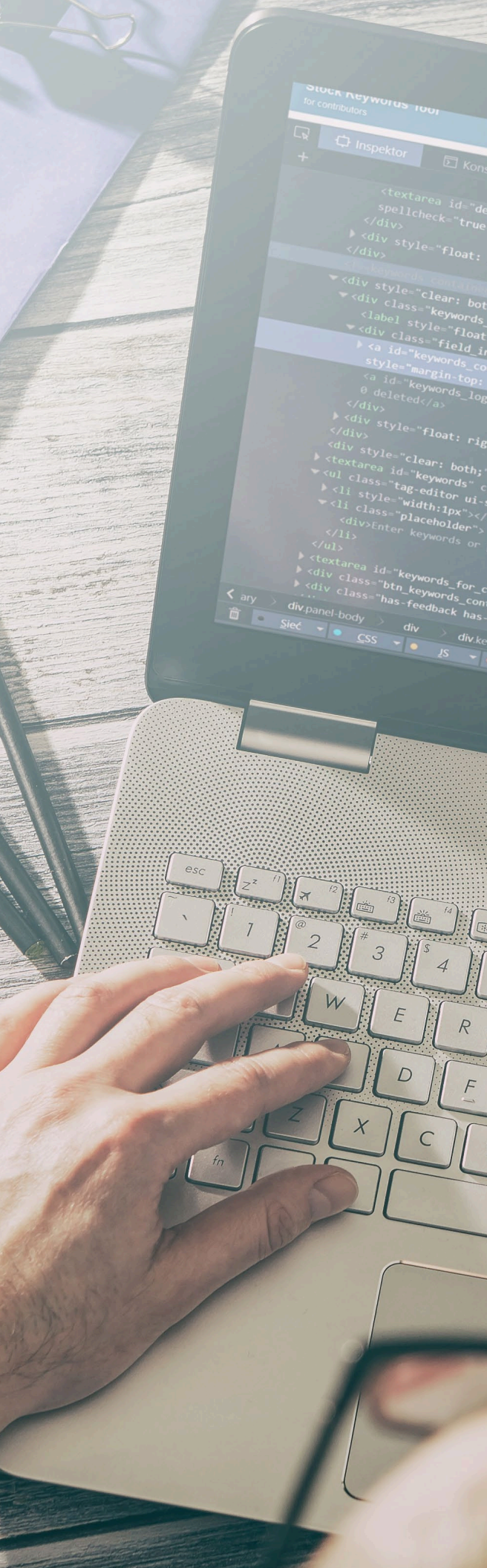




# **Search Engine Optimization**



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Search Engine Optimization, or SEO, is a way for websites to increase the quantity and quality of traffic they receive through organic search engine results. With increased traffic comes more brand engagement, and therefore additional return of interest or ROI. Plus, in today's digital age, SEO is among the most lucrative channels through which to gain revenue.

It is wise for small- and medium-sized businesses to invest in their websites and consult a professional SEO company to help raise their traffic, especially among locals or visitors to an area. Webney specializes in SEO and brand positioning and is dedicated to helping businesses with perfected web design and search marketing.

# It's All in the Numbers

When it comes to quantifying SEO's effectiveness, the proof is in the numbers. Net Market Share reported that in 2019, more than 75% of the world's search traffic (via desktop) was through Google. Then, Bing, Baidu and Yahoo followed at 9.97%, 9.34% and 2.77%, respectively. The search engine processes over 40,000 search queries every second, according to information shared via Internet Live Stats. That's more than 3.5 billion searches per day and 1.2 trillion searches on an annual basis. Since Google dominates the search traffic, companies have to play by Google's SEO rules.

Google's algorithm uses over 200 factors to rank search results, including such factors as individual users' location, the specific words used in a query and the quality of sources.

It is imperative to success that a company's content appears on the first page of the search results for a relevant query. People may joke that page two of Google is the dark web, but it holds some truth - just on Google's first page, the top five organic results rack up a staggering 67.6% of all clicks, per Zero Limit Web.

So follows the question: how can companies ensure their content ranks highly? The key is to know what your audience wants. Creating content that is both interesting to your target audience and rich with keywords and backlinks will help your site gain visibility. Follow internet search statistics carefully to ensure you're creating content that answers the



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needs and questions of your target audience. If you customize content according to their searches, you're bound to gain more traffic. As the saying goes, fish where the fish are.

Optimizing the company website is an excellent way for small to medium-sized business owners to increase their traffic and grow their company.

## **Three Steps for Successful SEO**

There are three different types of SEO, which, when used together as steps, can work wonders when it comes to search engine ranking. It's vital to incorporate all three to optimize your website's content successfully.

### **Technical SEO**

To ensure that a domain is indexable and crawlable, treat the website's backend with great importance. Be mindful of the coding language used for your site, so search engines can locate and analyze your site and place it in search engine result pages. If you don't follow best practices, searchers may never find your website.

Technical SEO impacts the user's frontend experience and encompasses such backend functionalities as canonical tags, redirects, image alt-attributes, sitemaps, URL structures, schema markup, page speed and mobile usability.

## On-Page SEO

This type of SEO is the one most people in marketing refer to when they use the term generally. On-page SEO comprises any content visible on a web page that has an impact on keyword rankings and the user's experience.

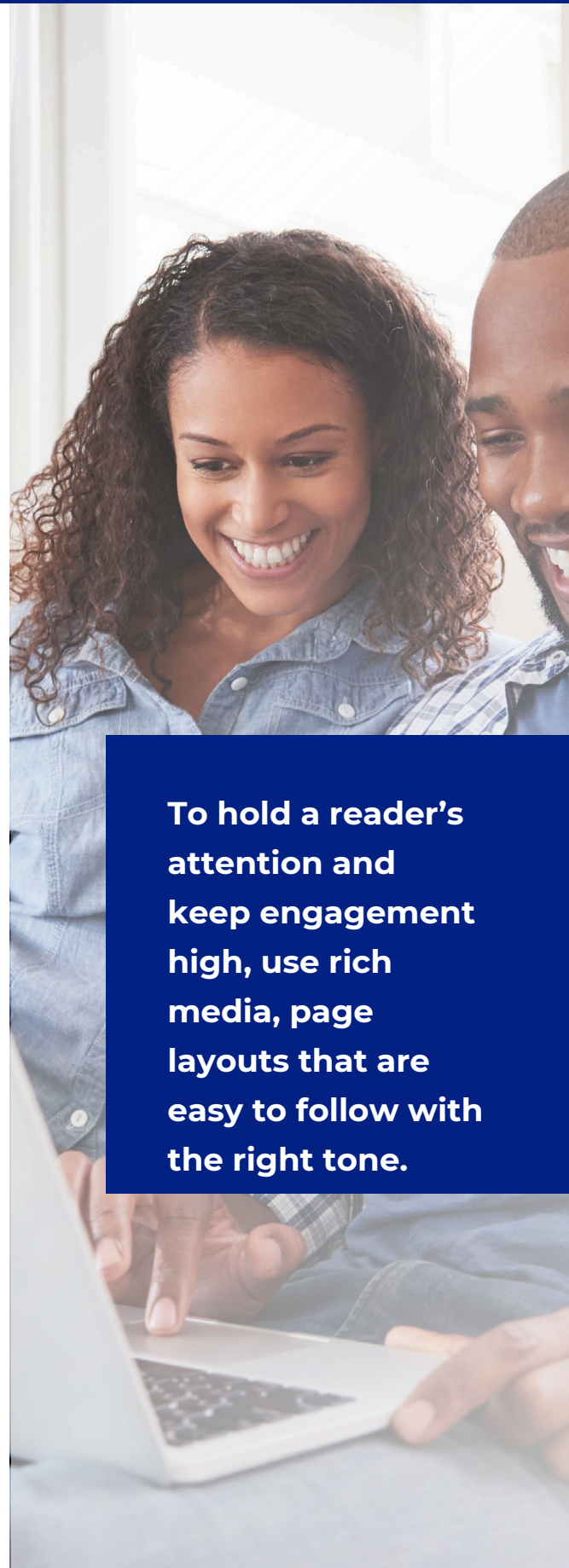
This includes body copy, images, videos, internal linking, keywords, HTML tags and URL strings. Rankings are affected by the relevance and perceived authority of the content you create and feature, in addition to whether it's helpful or entertaining. To hold a reader's attention and keep engagement high, use rich media, page layouts that are easy to follow and the right tone. The right approach is essential to ensuring visitors not only remain on the page for an extended period of time but explore related website pages.

## Off-Page SEO

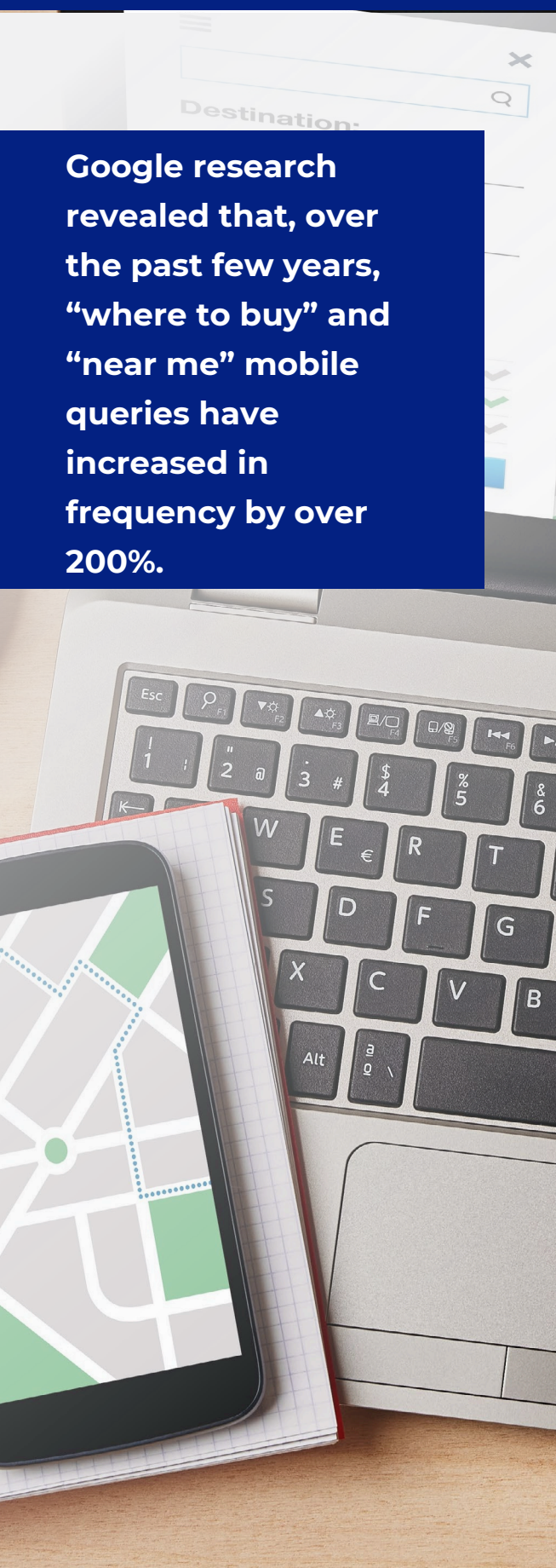
While on-page SEO deals with what's visible, off-page SEO deals with what isn't. However, it's not in the backend, so it's not technical SEO either.

So what does off-page SEO include? It covers actions such as influencer marketing and building links. It includes syndicated press releases, brand mentions, third-party site guest posting and listings on Google My Business. All of these are tactics that help search engines recognize your site as a credible web presence with a solid reputation that remains informative. All of this translates into trust in your brand.

When your brand and site are trusted, it's more likely that other websites will link back to you. Backlinking is among the top three ranking factors for Google, meaning the more sites link to your content, the more



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A background image showing a laptop keyboard and a smartphone displaying a map application. The laptop is silver and the keyboard is black. The smartphone is black and shows a map with a green dot and a blue line. A dark blue text box is overlaid on the left side of the image.

**Google research revealed that, over the past few years, “where to buy” and “near me” mobile queries have increased in frequency by over 200%.**

likely you are to generate first-page results on relevant queries. This goes beyond linking to brand mentions as well. The more people talk about your company, the more search engine algorithms will recognize you as a significant player in the market and promote your content to a broader audience.

## **What About Local SEO?**

Local SEO plays a critical role when it comes to improving small-to-medium-sized businesses. It combines on-page and off-page SEO to target markets by location and involves including information on your website like your business' address, contact information and the region it services. It's crucial to take advantage of Google Maps and reviews as well as listings and citations on services like Yelp and the Better Business Bureau.

Google research from 2019 revealed that, over the past two years, “where to buy” and “near me” mobile queries have increased in frequency by over 200%. Additionally, of consumers who conducted a local search, 72% visited a store within five miles, according to WordStream. It's essential to take advantage of local SEO to make your customers aware of your business and visit your location.

Webney is an expert when it comes to local SEO, and services the Calgary and surrounding areas. Our SEO is a practical, scalable and cost-effective method for startups, small businesses, mid-market companies

and enterprise firms to market their services online. Our extensive knowledge of the Calgary marketplace will elevate your business and help you gain visibility with the people who matter.

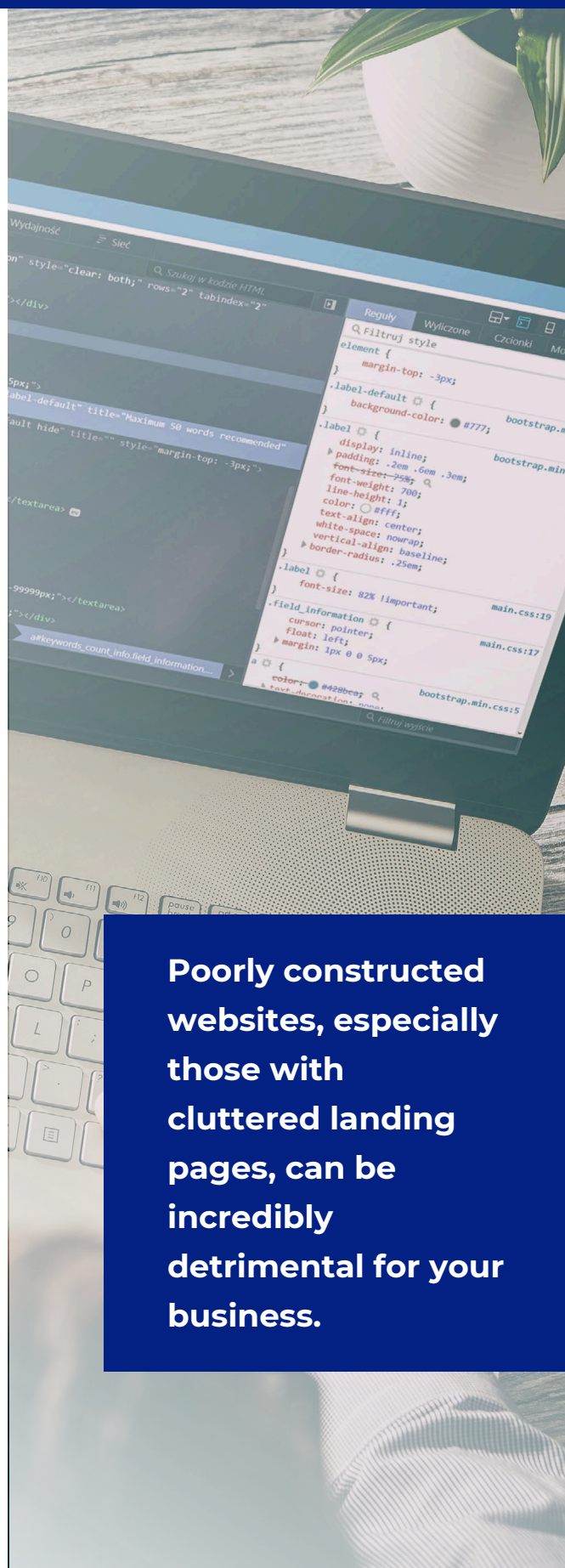
## Design and Development

There are a few crucial elements to consider when designing a website that has a substantial impact on how users interact with and feel about your website and brand. These include site layout, navigation and site speed.

Poorly constructed websites, especially those with cluttered landing pages, can be incredibly detrimental to businesses. A total of 94% of site visitors form their initial impressions of a brand based on the appearance and usability of the website, according to Kinesis Inc., which also shared that it takes less than 50 milliseconds for users to develop an opinion. If they aren't immediately pleased with how the website looks, chances are, they'll leave. And they most likely won't be back - 88% of visitors are disinclined to return to a site after an initial bad experience, Gomez stated.

Confusing navigation or a path that requires too many clicks will turn a user off, and the brand it represents. Streamlining navigation makes a website more convenient to use, and increases the likelihood of making a sale and retaining customers.

The loading speed of a website is another factor that affects a user's experience. On average, 47% of



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consumers expect desktop web pages to load within 2 seconds, and 40% will abandon the page after 3 seconds. Additionally, 53% of mobile users will leave a site after 3 seconds, despite average mobile load times hovering around 22 seconds. Avoid using too many flash elements or slow-loading images to ensure the users who make it onto your website stay there.

## **Implementing SEO Solutions**

SEO is an art that takes years to learn, especially if you're staying on top of each significant search algorithm change. Webney is specialized in all subcategories of SEO, each of which requires unique knowledge and technical mastery.

Whether you run a bakery or own a hardware store, having an online presence will help elevate your brand. Not only will you become more visible to those in your community who don't pass by your physical storefront regularly, but you'll also open up an entirely new channel through which to take orders and make sales. Additionally, having a website is a great way to earn the trust of new customers. Many people, especially millennials and members of Generation Z, feel reassured of a company's legitimacy if they can find information about it online. With our expertise of what the local audience demands and how to fill those needs, Webney helps businesses optimize their websites to succeed in the markets that matter.



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