

brighton
SEO.

April
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SEO Process Challenges & Wins

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Overview

1. Approach To SEO Strategy
2. Technical SEO Priorities & Fixes
3. Managing The SEO Process
 - Quality Assurance
 - Organic Conversions
 - Essential SEO Elements
4. SEO News, Tools & Updates
5. Key Takeaways

1. Approach To SEO Strategy

Competition



Users

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Competitor Based
SEO:
Search Volumes,
Features & Links

User Based SEO:

0 Search Volumes

Storytelling

User's Reviews/ FAQs

Suggested Searches

Online Communities

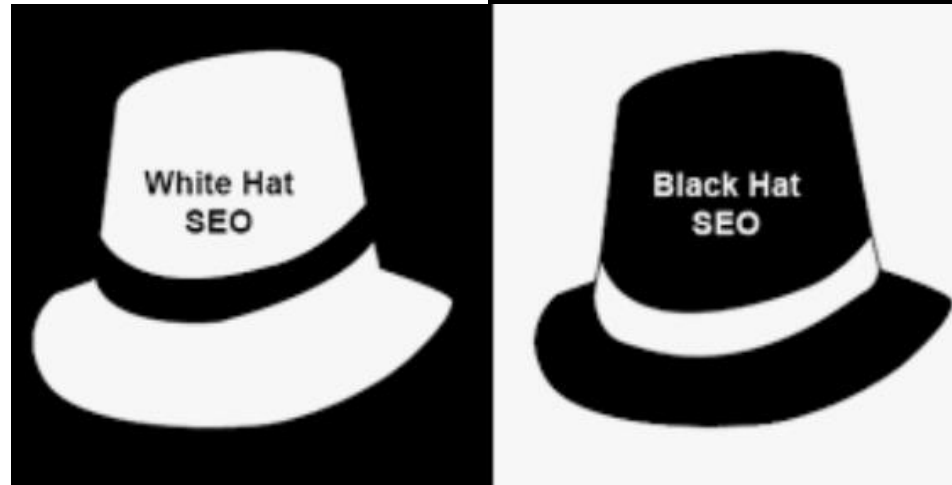
Internal Data Sources

Complementary Services

Trending Topics

Technical SEO Audits

Not only about good vs. bad



Technical SEO Audits That Drive Results



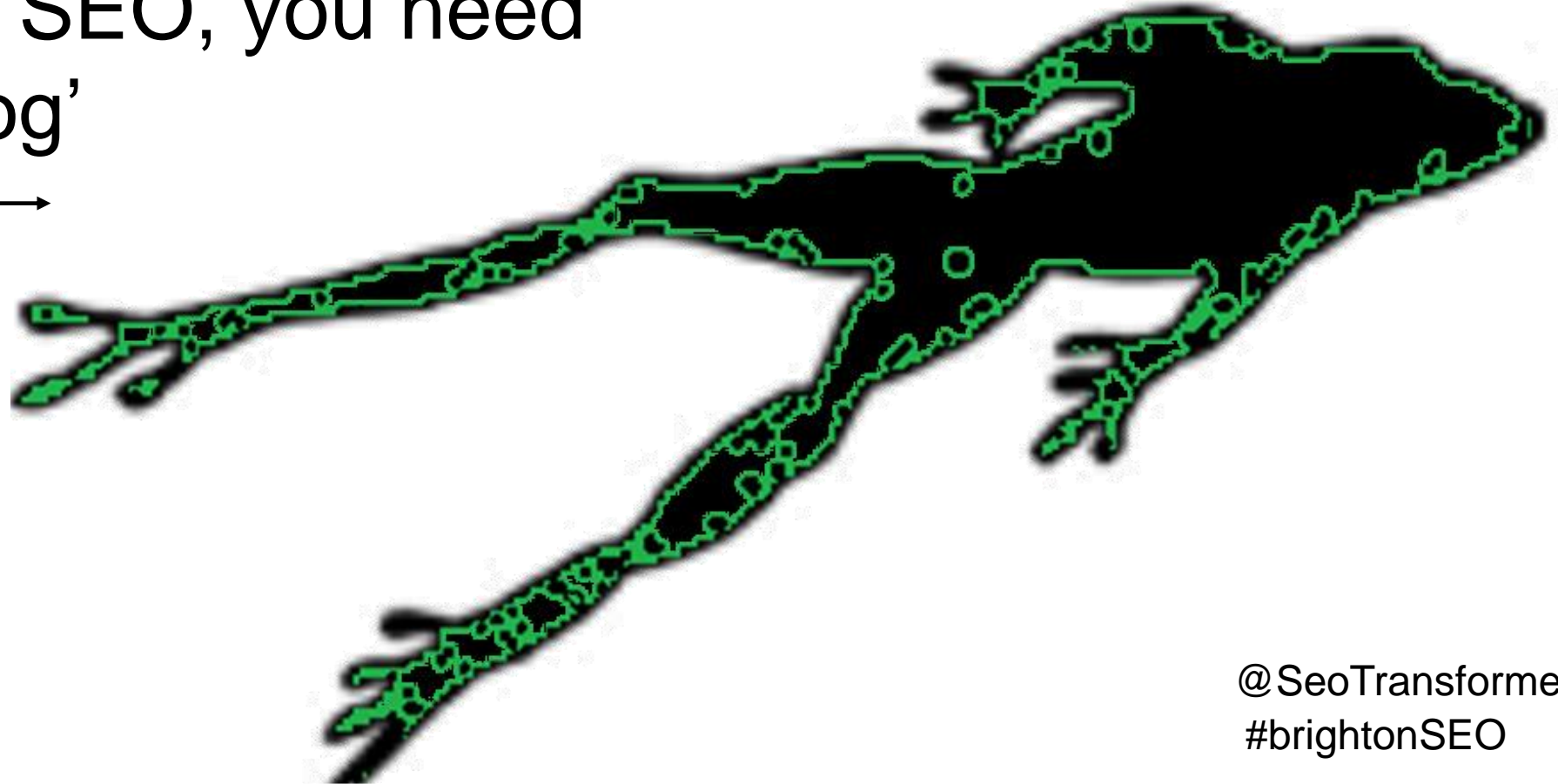


Scores 
Are Just The Start



Managing The SEO Process

‘To succeed in SEO, you need to leap as a frog’



Quality Assurance

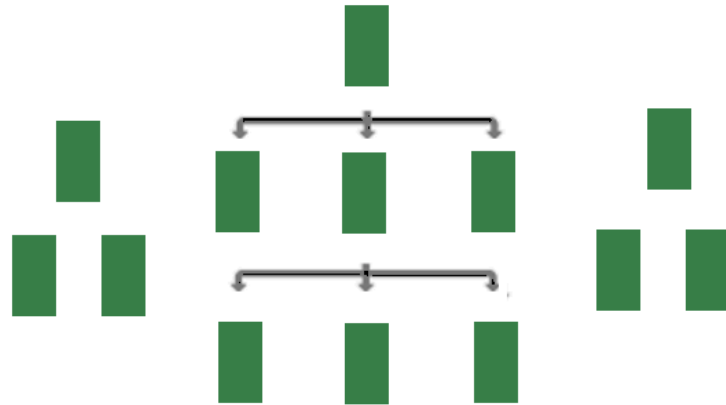
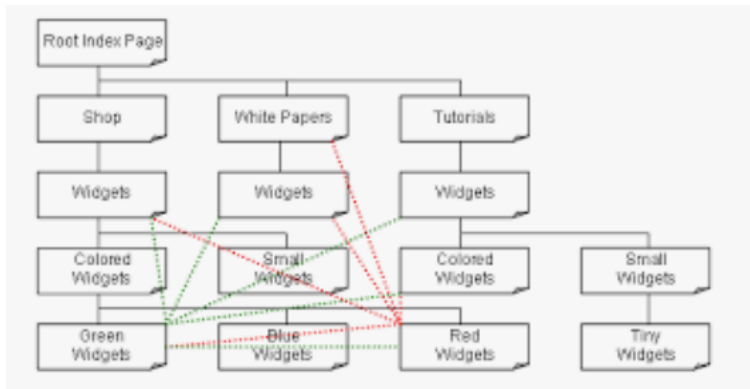


Organic Conversions

Lead Handling Process A-Z ✓



Essential SEO Elements Along The Way



?!?

4. SEO News, Tools & Updates

- X** Overreacting to SEO news & updates
- ✓** Wait & monitor
Stick to Google Search Console



5. Key Takeaways

1. Plan your SEO strategy based on **USERS** and not **COMPETITORS**
2. Align technical SEO audits with the business
3. Always take hold of site structure, essential SEO elements and quality assurance
4. Wait and monitor the effects of SEO updates on your site before taking an action
5. SEO process will always be complex, take the lead and leap

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Thank you

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