

# Web Design Process

Step 4: Digital Marketing of Your Website via SEO



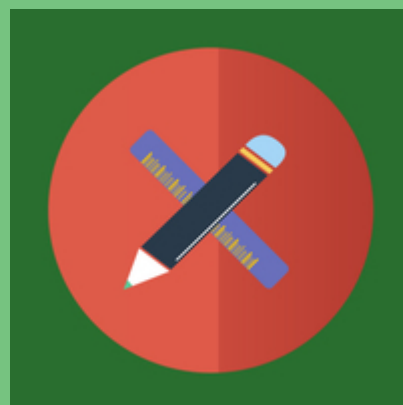
Now that your website is online, the visitors will come knocking down the door of the internet, right?  
Right ...?

One of the best ways to dispel the tumbleweeds gathering around your site, is to engage in some SEO. This can have fairly quick results, with serious long-term gains in the amount of traffic and the quality of traffic you receive. If you're now thinking that any traffic is good traffic, take a closer look at SEO.

Ideally, you want to attract people who are interested in what you have to offer, whether it's a product, service, or entertainment. Major search engines, such as Bing, Yahoo! ... yes, and Google ... rank their search results according to which pages they deem are most relevant to search engine users. SEO is a growing suite of techniques that you can use to help your site rank highly in these search engines' results pages.

If that sounds a little dry, think of it like this. If Google likes your site, it's because they think others will like it too, and they'll include your site in relevant search results. Help them to help you. Among other things, they consider your site's usability, the relevance of its information, authority, and how many reputable sites link to you.

Here are things to think about when creating your site or marketing it via SEO.



## *Content*

Use keywords naturally. Your keywords, or keyphrases, are the things your visitors might type into a search engine in order to find you. Generally-speaking, having these words or phrases occurring naturally on your pages improves your chances of relevant visitors finding you.



It's a good idea to familiarize yourself with these for when you perform an SEO audit as part of a wider brand and digital analysis/audit.

### *Link Building*

Linking to other sites, and, more effective, having reputable sites link back to you, gives you more of a digital footprint. Links are generally recommendations, so search engines' spiders take the quality and number of the sites linking to you into account.



### *Social Media*

Harnessing the power of social sharing is a fantastic way to optimize your website for search engines. If people are talking about your site and sharing the URL, this is a sign that your website is valuable, which in turn makes search engines more likely to serve it in their results pages.

Encourage sharing by using sharing icons for major social media sites on your pages. Engage with the social media platforms that your target demographic is using.

It's possible to go too far with SEO. If the O starts to stand for Obsession instead of Optimization, you might find yourself considering buying links to your site, or stuffing your content full of keywords.



Google penalizes sites for this kind of behavior by not listing them on their search results pages. Being penalized by Google is a blow to any website. Avoid such punitive action by focusing on why you're designing and developing this site. If you're using modern marketing techniques, you're putting the user first. Optimizing your site for SEO leads naturally to a great user experience.

The best SEO is founded on creating great content and delivering it in a way that search engines and people appreciate. If you're optimizing for SEO, you are creating better content and delivering it to the people who want it. Focus on that, and you'll start to see your page move up the rankings too.

In closing, it's always a good idea to keep an eye on your analytics. The extra traffic you attract might not be from the demographic you were expecting.

If your SEO efforts are not having the desired results and things are not moving the way you would like, it might be time to perform a digital or brand analysis/audit!

#### **About MetroCreate Studios**

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MetroCreate Studios is a digital marketing and consulting agency located in Cambridge, MA. We work with companies of all sizes to increase their audiences and sales by leveraging digital marketing tools. Learn more at our website: [metrocreate.com](http://metrocreate.com)