

# Why Your Website NEEDS Search Engine Optimization.

- **Gaining more traffic.**

A colossal SEO strategy directs traffic to your website, leading to higher conversions, more customers, and greater revenue.



- **Optimizing SEO is critical to branding.**

SEO has the ability to spread your name and make your brand easily recognizable. It also gets your business in front of organic customers

- **SEO allows you to reach your target audience.**

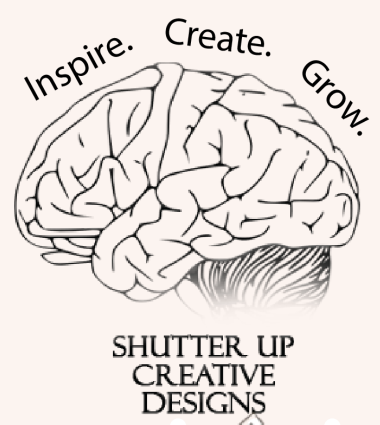
Defining their problems allows you to position your SEO strategy as a solution to their concerns.

- **Spend less on advertising.**

Smart customers skip the ads and focus on gaining organic followers., SEO has measurable results and ability to make much more than ad's.

- **Reputation for business**

Combining SEO optimization with content marketing positions you as the expert in your industry. It also makes you appear knowledgeable and trustworthy. Knowledge is power. Educate your customers,



# How to

## STRUCTURE THE PERFECT BLOG POST FOR

# Content Marketing

CAPTIVATING TITLE

Your title should be catchy, captivating and succinct.

Add images and alt-text for accessibility and SEO.



SAY HELLO



Catch your readers interest and entice them to keep reading.

SUB-HEADER

CONTENT

Include targeted keywords in your post content and ensure that your content is fun and resourceful.

SUB-HEADER

CONTENT

CALL TO ACTION

Always include a call-to-action like a question for your reader, an invite to join a masterclass or email opt-in

Include a short introduction of yourself as well as links to your social media

AUTHOR BOX

**ALWAYS DO**  
**KEYWORD**  
**RESEARCH**

