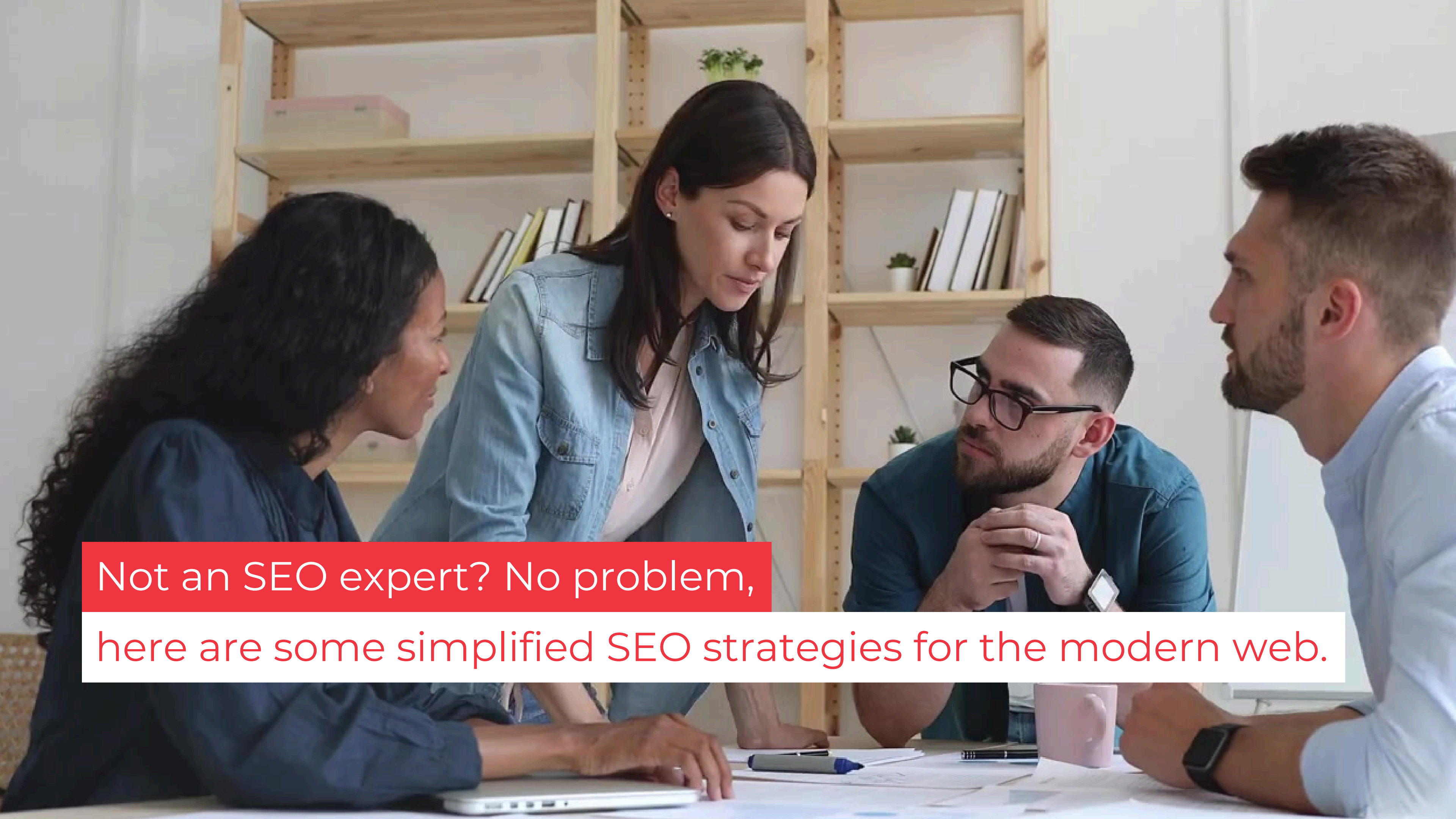




**Cyber PR Army  
Solutions** INC.



# Simplified SEO Strategies for the Modern Web



Not an SEO expert? No problem,  
here are some simplified SEO strategies for the modern web.

Let's start  
with the



**FUNDAMENTALS...**





We will explore **key strategies** for keyword research, on-page optimization, and the critical importance of mobile optimization for your website.





So what is keyword research and how can you use it?



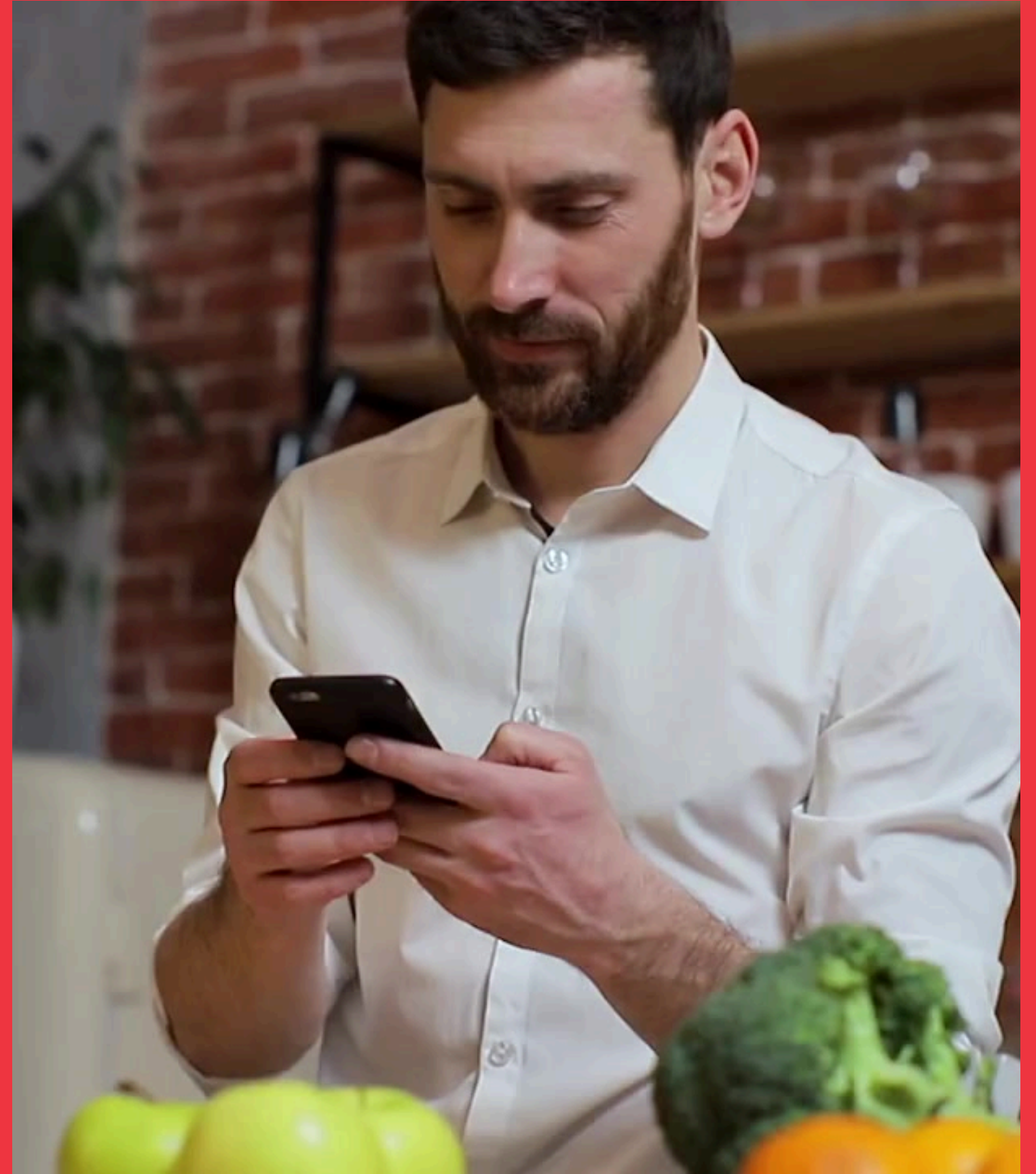
Keyword research  
forms the foundation of  
effective SEO.



Identify relevant keywords and phrases that align with your business and target audience.



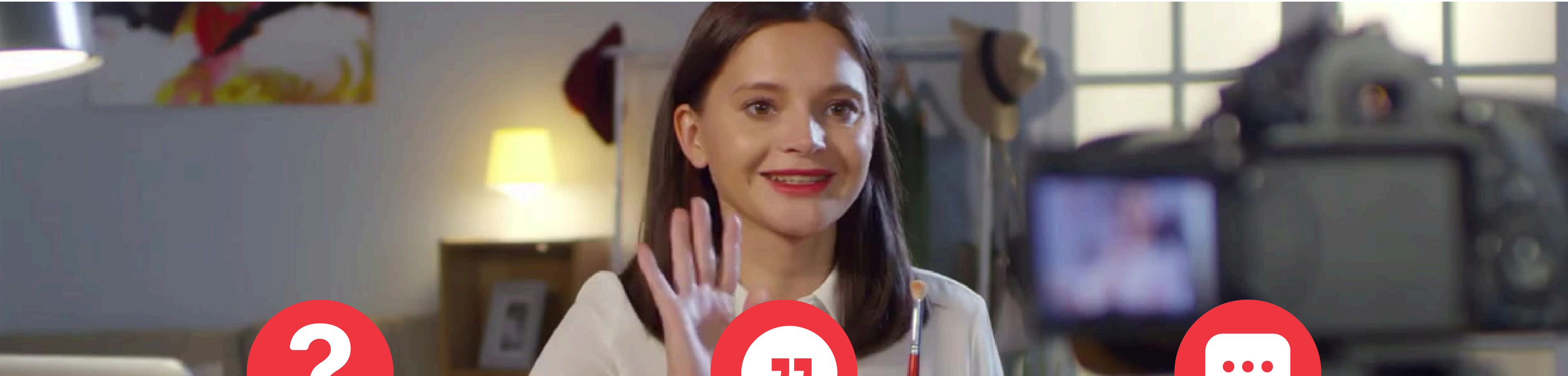
Leverage tools and analytics to uncover high-potential keywords with manageable competition.



Understand search intent and user behaviour to create a robust keyword strategy that drives organic traffic and engagement.



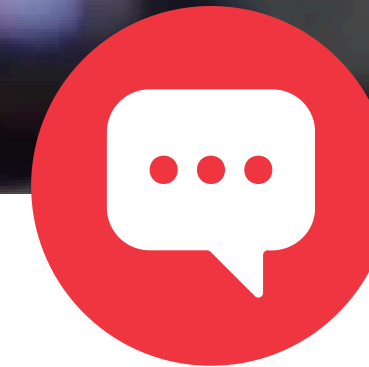
How do you find the keywords that work for you? Look at:



What people  
ask you



Blog posts of  
those in the  
same field



Words that people  
would associate  
with your business



Onto **on-page** optimization techniques...



On-page optimization is one of the pivotal ways to attach these keywords to your website and increase your search engine rankings.







From meta tags and headings to content structure and internal linking, optimizing on-page elements ensures that your website is easily discoverable by search engines and provides a seamless user experience, driving higher engagement and conversions.

## THINGS TO BE MINDFUL OF:



Add alt text to all images for an accessibility and SEO boost



Add a unique meta description to every page



Name each page with a unique title



Ensure you have one H1 heading on each page



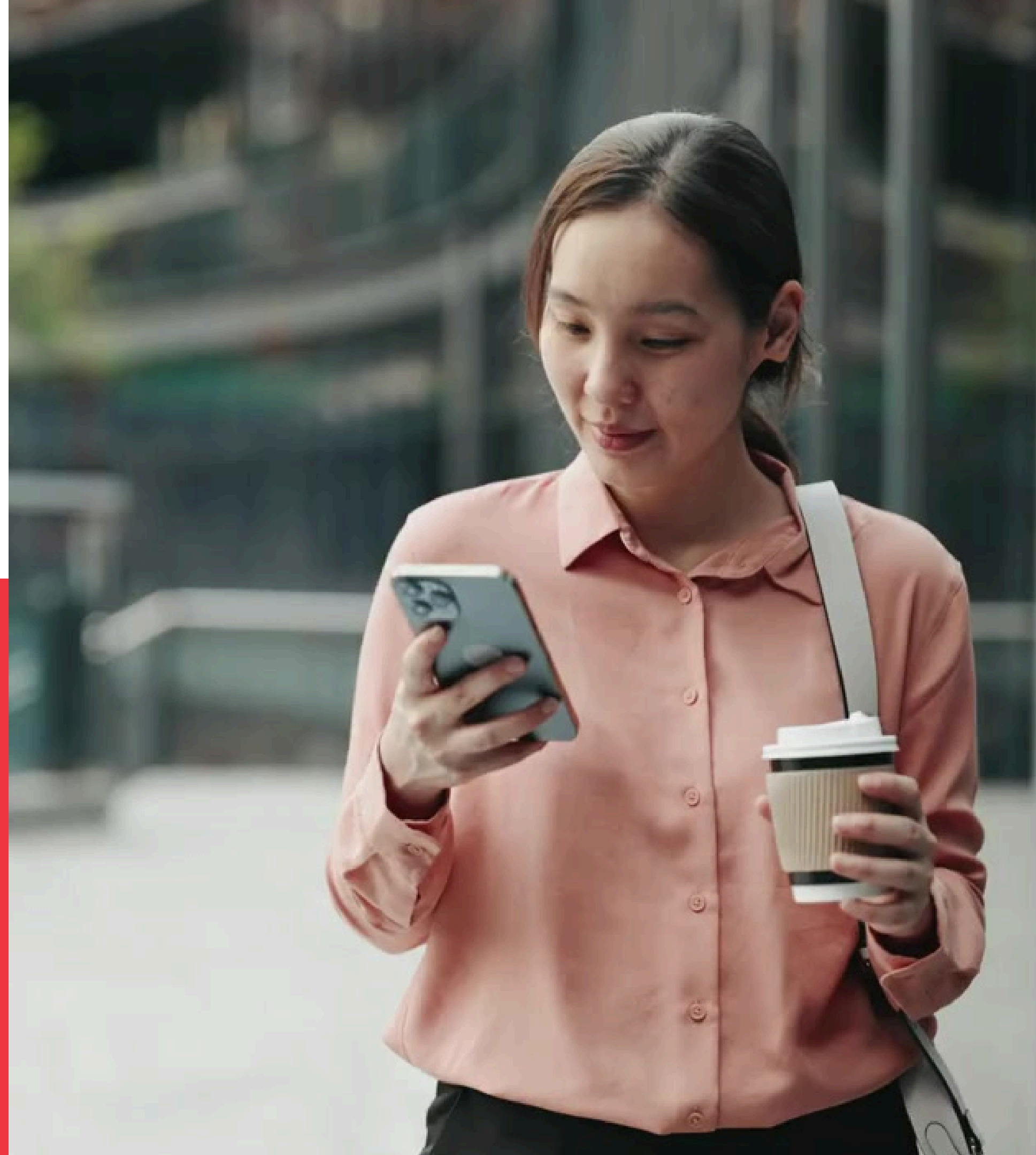
Have you  
embraced  
mobile  
optimization?





With the prevalence of mobile devices, mobile optimization is now non-negotiable.

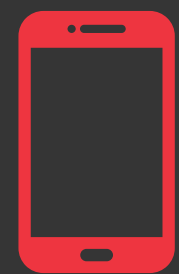
Your website must be responsive and provide a user-friendly experience across all devices.



It's not just about user experience! As of late 2023, mobile-optimized websites rank higher in search results while also catering to the growing mobile user base, enhancing user satisfaction and driving valuable interactions.





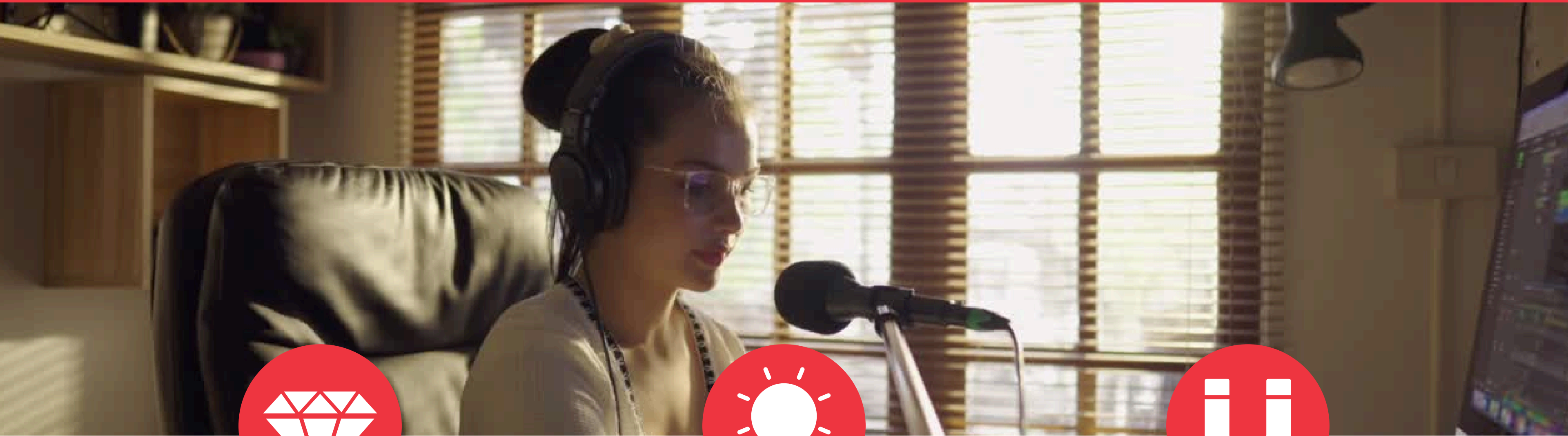


Next, user-centric **SEO strategies.**



**To be successful through SEO,** you will need to align your strategies with user-centric principles.

# CREATE CONTENT THAT IS:



Valuable



Relevant



Engaging



Catering to the needs of your audience, fosters trust and authority within your niche. By prioritizing user experience and satisfaction, you can enhance your website's performance and visibility in search results, driving sustainable organic traffic and conversions.

The best way to  
**create this content?**



**VIDEOS**




**BLOGS**







How do you measure the success of your SEO strategy?

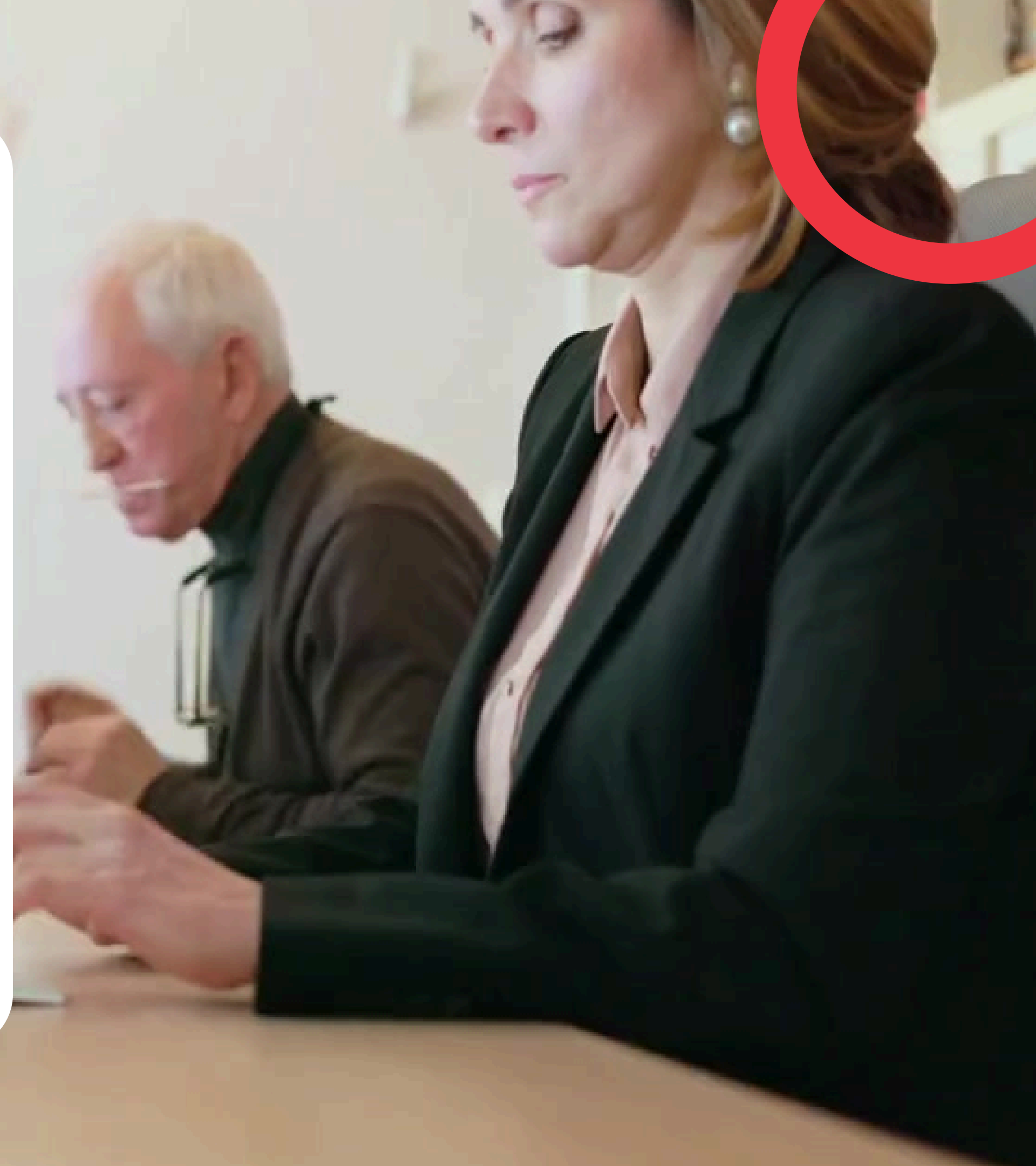
A person wearing a blue suit jacket is holding a dark-colored tablet computer with both hands. The background is blurred, suggesting an outdoor setting. A red rectangular box is overlaid on the left side of the image, containing white text.

There are countless apps out there at every price point, but the easiest way is to track keyword rankings, organic traffic, and user interactions through free tools such as Google Business Suite. You should start to see trends month on month and year on year.



Remember to adapt  
to search trends!

Keep an eye on evolving search trends and algorithm updates. SEO is a dynamic field, and adapting to changes in search engine algorithms and user behaviours is crucial for maintaining and improving your website's search visibility.





Embrace a proactive approach to SEO, continuously refining your strategies to align with industry best practices and emerging trends.



## **STAY AWAY FROM:**

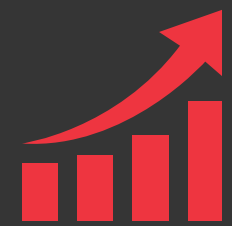
Keyword stuffing: natural content will score much better!

Additional pages with duplicate or thin content: if it doesn't have value, it won't help you!

Poor link-building strategies: seek reputable links only!

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So, where does that leave us?



Simple SEO strategies involve a strategic blend:



Keyword research



On-page optimization



Mobile responsiveness



User-centric content





Create content your audience wants to see, populate the fields correctly on the back end of your website and adjust your mobile site design to make it a great experience for users.



Master these fundamentals  
and keep an eye on industry shifts.





Visibility is  
everything to a  
small business.

You can make  
it happen!

