

# SEO 101



## SEARCH:

- build helpful useful generous content around your industry, so that you appear in your customers' search results
- building a variety of content around the terms that best describe your business: pages, blog posts, social media content, audio and video, so people find what they are seeking and more, builds time on site, reducing 'bounce rate' (people arriving then quickly bouncing away in search of another shiny object).

## ENGINE:

- Search engines are machines that quantify activity: the more valuable the content; the more you're in your site adding, improving, blogging and sharing, the more activity on your site - the longer people visit; the greater the reward from search Engines.

## OPTIMISATION:

- employing the above to build time on site + visit regularity + backlinks
- ensure your site is performing well, it loads quickly, the images and video are as small, lean, named well
- your site is responsive - works well across phones and devices as well as desktop.

Search engines reward sites that deliver the best experience you can offer the user - consistently giving good, helpful content, that will keep users on site, that users will want to share out, that presents you as an expert, that delivers great product in a helpful way, that shares content from across the web, builds your audience, reach, leads, business.

Love Communications can help you deliver these outcomes with an optimised site build and a great content strategy  
[www.lovecommunications.com.au](http://www.lovecommunications.com.au)