

Gain new customers every day!

CHART Digital Institute develops holistically strong marketing campaigns for you because we know your need for new customers every day. We know you love getting more traffic and generating more sales. We know you love to dominate the search engines, engage socially & drive more business online. Our effective, synergistic SEO strategies and systems will earn you the business you so rightly deserve. You become the business owner with enviable rankings in the SERPs because we develop optimal performance SEO campaigns just for you. Discover how you can stop losing leads and build a monumental community of followers starting now.

What is Search Engine Optimization (SEO)?

SEO is the process of improving the visibility of your website in search engines to receive qualified traffic and conversions from your target audience. The result of this means your website can achieve a higher ranking in search results. The topic of SEO is vast, from the On-Page and Off-Page elements and can seem complicated. However at its core, SEO is about ensuring your website is easily understood by search engines and easily found by customers.

Top Tips

- 1. Write down your goals** - Why are you doing this? Why do you want people to find your website?
- 2. Research your targeted keywords** - Use tools like Google Adwords Keyword Planner, Wordtracker, and SEMRush to identify search volume and competitiveness of these terms.
- 3. Analyse the current Search Engine Results Pages (SERPs) for your keywords** -Who is ranking? What are they doing effectively and ineffectively?
- 4. Create a list of your competitors** - Use the information from the previous step to create a list of competitors. This will allow you to delve into deep analysis about why these companies are ranking.

SEO garners active investment and supports an industry of professionals because it prove-ably drives high volumes of extremely valuable traffic.

Rand Fishkin

