



# Three strategies to implement SEO in a lasting and powerful manner

By:

webtexttool.

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# 1. Introduction

Are you a copywriter, blogger, marketer or webshop owner? Then we probably don't need to tell you how important Search Engine Optimization (SEO) is. SEO refers to all activities which can make your website or content rank at the top of the search engine results so as to generate more traffic to your website.

There are a lot of factors within and outside websites that can necessitate optimization. SEO is extensive in nature and because of this it's often regarded as complex. The goal of webtexttool is to make the writing part of SEO simpler and more accessible for all content creators.

As we can see, SEO is often regarded as a one-time project. This is true for some parts of SEO. But we believe that through a consistent and structural approach to SEO you can achieve a more permanent result.

In this white paper we explain:

- How SEO works
- Why you should implement SEO structurally
- How you can do this

## 2. Starting at the beginning: a definition

Search engine optimization encompasses all activities that contribute towards the raising of organic traffic towards a website from search engines such as Google, Bing and Yahoo. Organic traffic is traffic from organic search results and is also known as unpaid or natural search results. In Google, they look like those in the blue frame.

SEO is not just about the optimizing of your website for search engines. It is also about making your website more attractive and accessible to real people. We believe that these principles must go hand in hand.

For example, optimization lets you think about user-friendliness of the website and 'forces' you to write content with a certain qualitative value. Content includes the textual and (audio) visual content of the page.

For a search engine, the content of a web page is preferred to be optimized for one search word and has a certain length. Benefit for the reader: structured texts about one subject are easy to read and there is enough depth on the subject. In short, there is relevant and interesting content for the reader.

Google buy shoes

All Shopping Maps Images News More Search tools

About 288,000,000 results (0.44 seconds)

**Clarks® buy shoes - Shop This Season's Shoes & Boots**  
**Ad** [www.clarks.co.uk/Shoes](http://www.clarks.co.uk/Shoes)  
 4.5 ★★★★★ rating for clarks.co.uk  
 Free Delivery & Free Returns  
 Styles: Casual, Formal, Brogues, Ankle Boots, Chelsea Boots  
 Womens' Shoes - Mens' Black Shoes - GORE-TEX® Footwear - Kids' Shoes

**Shop For Cheap Shoes Online - amazon.co.uk**  
**Ad** [www.amazon.co.uk/](http://www.amazon.co.uk/)  
 Free UK Returns on Eligible Orders Free UK Delivery on Eligible Orders  
 Women's Shoes sale - Men's Shoes sale - Fashion sales

**Shopping for Fashion - care2save.co.uk**  
**Ad** [www.care2save.co.uk/](http://www.care2save.co.uk/)  
 Shop online with Care2Save. Your shop raises money for charity.

**Shoes | Buy Shoes Online | ZALANDO.CO.UK**  
<https://www.zalando.co.uk/shoes/>  
**Buy shoes** & boots online on Zalando.co.uk! | Free delivery & returns | Browse our large selection of shoes on Zalando.co.uk.  
 Women's Shoes - Mens Shoes - Heels - ALDO

**schuh | Shoes, Boots, Trainers & More | In-store & Online**  
[www.schuh.co.uk/](http://www.schuh.co.uk/)  
**Shop** the latest **footwear** trends from brands such as Converse, UGG, adidas and Skechers. Collect in-store or get FREE UK delivery\*.  
 Womens Shoes - Mens Shoes - Sale - Converse

**ASOS Outlet | Buy Cheap Women's Shoes, Boots & Heels**  
[www.asos.com](http://www.asos.com) › Women › Sale  
 Discover the women's outlet with ASOS and **shop** your favourite **shoes**, from Nike to Dune, find the perfect pair of **shoes** for you.

Screenshot 1.1 - Google search results



# SEO provides more organic traffic

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On a global basis, Google receives about 40,000 searches per second. This amounts to 3.5 billion searches per day. These are all searches from people who are using Google to search for information. The purpose of a search engine is to help the searcher with their information needs as best as possible by providing them with the most relevant websites to retrieve the information they desire. It is, therefore, crucial that your web page appears in the search engine!

By investing in search engine optimization, you are attempting to better your website's ranking within search engines. Ranking means your position on a specific search engine when certain search terms are typed by the search engine's users. Its abbreviation in English is SERP (Search Engine Result Page). For example, when searching the term "webtexttool", webtexttool is listed in the first position on search engines. This first position is its ranking on the search engine.

A good ranking can have a lot of influence on the (organic) traffic to your website. Between a first and third position in organic search results of Google, there is a 25% difference in search traffic. This is a percentage taken from all people who search through a search engine for the same search term.

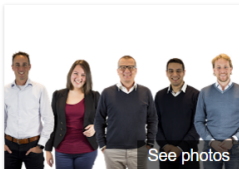
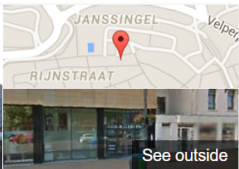
Google    Sign in

All Shopping News Videos Maps More Search tools

About 10,800 results (0.70 seconds)

**Webtexttool turns everyone into an SEO specialist**  
[www.webtexttool.com/](http://www.webtexttool.com/)  
 Webtexttool helps you optimize your texts realtime while writing them! Quickly, excellent and smoothly optimized content - Sign up for a free account!

<p><b>Pricing</b> Plans &amp; pricing. We are offering different plans for webtexttool ...</p> <p><b>Free account</b> Register your free account now! Receive Newsletter. Register ...</p> <p><b>Discover webtexttool</b> No matter how much you know about SEO, webtexttool makes ...</p> <p><a href="#">More results from webtexttool.com »</a></p>	<p><b>Contact</b> Contact us. We're constantly working to improve our tool and ...</p> <p><b>Jobs</b> Please contact us at <a href="mailto:jobs@webtexttool.com">jobs@webtexttool.com</a> for further ...</p> <p><b>Blog</b> Our webtexttool blog provides you the best news, facts, tips ...</p>
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**webtexttool** Website Directions

Internet Marketing Service  
**Address:** Gele Rijders Plein 111, 6811 AN Arnhem, Netherlands  
**Phone:** +31 84 884 4934

Reviews Write a review Add a photo  
 Be the first to review

Feedback

**webtexttool | LinkedIn**  
<https://www.linkedin.com/company/webtexttool>  
 Learn about working at webtexttool. Join LinkedIn today for free. See who you know at webtexttool, leverage your professional network, and get hired.

**webtexttool (@webtexttool) on Twitter**  
<https://twitter.com/webtexttool?lang=en-gb>  
 The latest Tweets from webtexttool (@webtexttool). Webtexttool turns every online content creator into a SEO specialist! Try out for free and please let us know ...

Picture 1.2 - Webtexttool in the search engine results

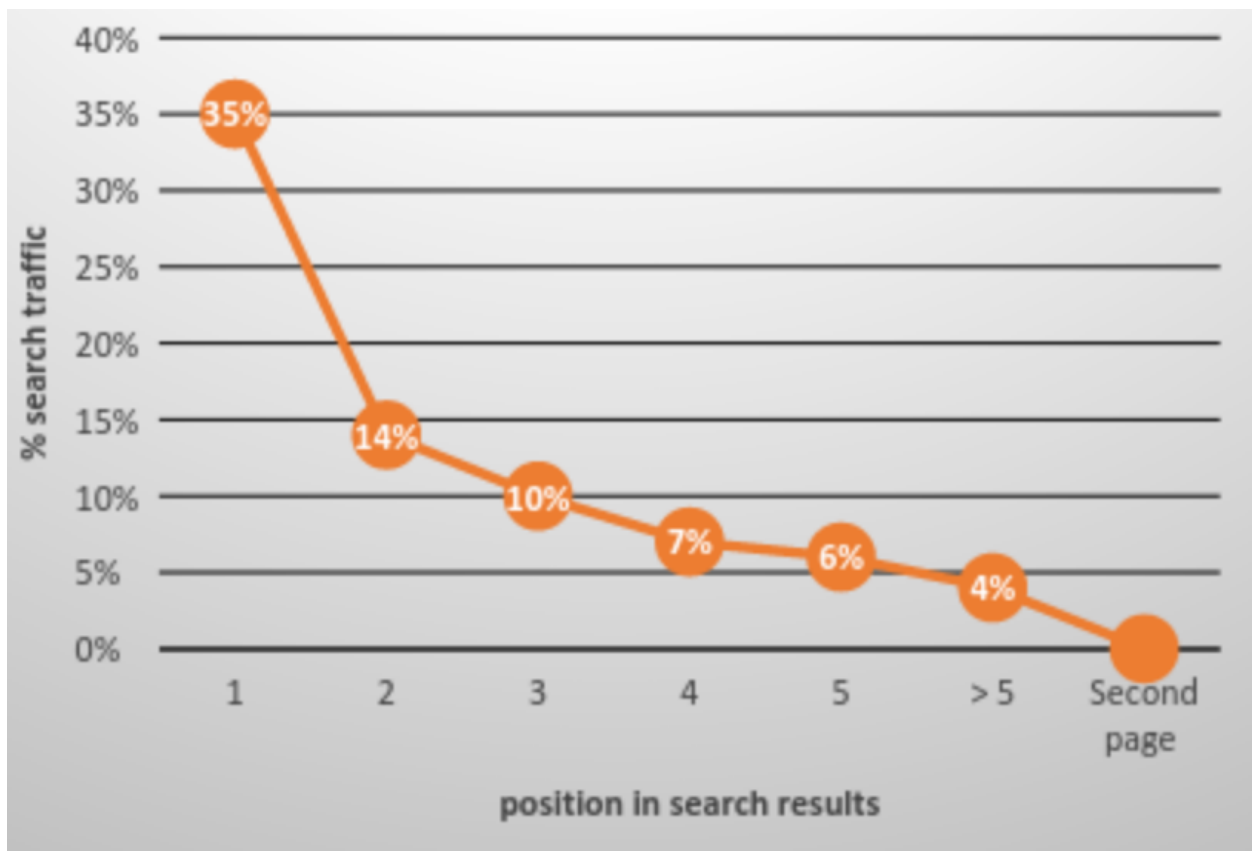


Table 1.1 - Traffic for every position

Besides a higher ranking, when investing in SEO, you are also investing in the quality of your website and working towards the achievement of your online goals in the shape of readers, leads or sales.

### **An example:**

*In the table 1.1 you can see on average the organic position that can be counted based on a percentage of search traffic.*

*For example, 50,000 people search for 'red shoes' in a search engine on a monthly basis. Your website is listed in the third position on the search engine. Then on average you can expect 5,000 visits on your website. If you were to work on SEO and rise to the first position, then you would generate 35% of the search traffic (17,500 visits) for your website. A big difference!*



# Factors that influence your ranking

You now know that SEO is important! There are several factors with which you can influence the position of your website in the search results, like:

1. Technique
2. Authority
3. Content

There is often discussion about on-page and off-page SEO. On-page SEO stands for all factors within your website which you can address yourself. Technical factors and content largely fall under this. Authority, for example, falls under off-page SEO. The three factors are explained below.

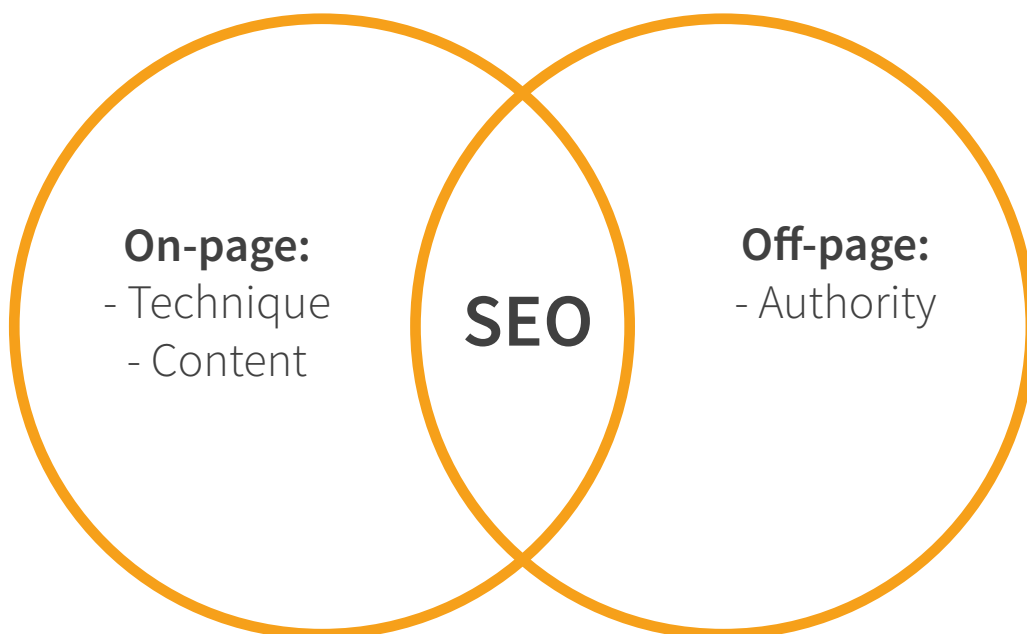


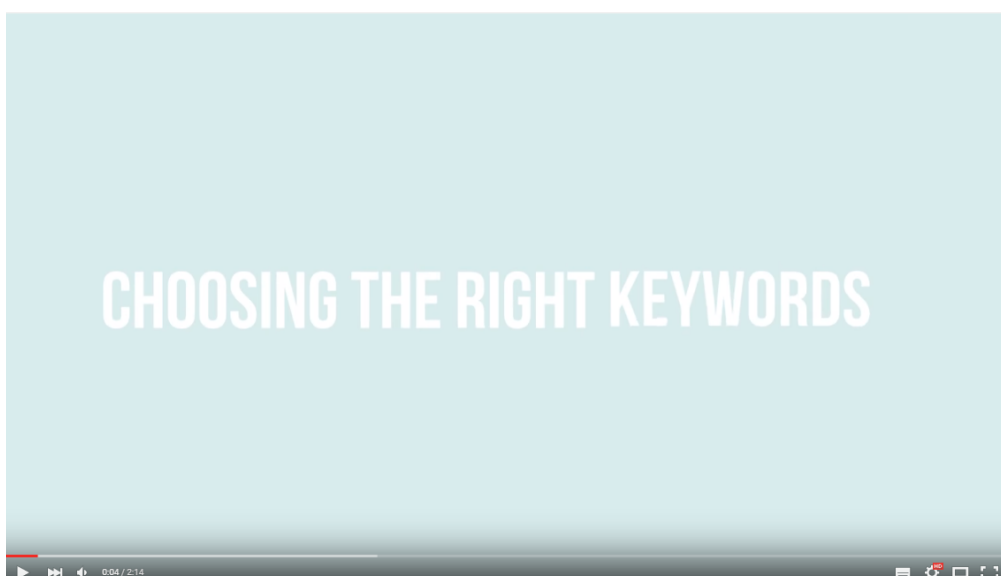
Table 1.2 - Factors in SEO

**Technique:** This is related to things such as the speed of your website and whether it is readable on mobile devices. These are factors that are very important to Google.

**Authority:** In order to display the best results to the searcher, a search engine wants to be sure that the content offered is correct, accurate and is made by someone who is knowledgeable about the subject.

**Content:** A search engine has to be able to clearly understand what your pages and website are about. You can help search engines with this by structuring a page clearly and writing “for” a search term/keyword.

By incorporating a keyword into your content, what your content is about becomes clear to the search engine more quickly. And so a search engine can start to see your page as a good result for a search prompt for that keyword.



**Watch our video about keywords:**

<https://www.youtube.com/watch?v=Uns5pcqNElc>

This white paper is powered by webtexttool – quick & easy SEO-friendly webcontent  
[www.webtexttool.com](http://www.webtexttool.com) | [info@webtexttool.com](mailto:info@webtexttool.com) | (026) 80 80 191

# Content is key, king, queen and master

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Content is an essential part of SEO. With content, you provide people that reach your website through a search engine with their information needs. Whether it's product information, the comparing of prices or gaining inspiration, it's all about relevant content for your user.

With content, you also add context which helps search engines understand your website. Imagine having a website about boxing on which you often write using the word "box. Through the right content, a search engine 'learns' that your website is about boxing, the sport and not storage boxes.

When you produce good, valuable content, people will link to it willingly. These links are also called backlinks. The total amount of backlinks to a page is used by a search engine to grade the relevance of your website. The principle of 'collecting' links to your website is called link building and contributes to the authority of your website.

Google has published the Google Webmaster Guidelines, which contains quality guidelines with which Google can find websites in the right manner. In these guidelines, the importance of relevant content is also noted:

- Make a website containing information that is useful to people and write pages in which that information is displayed in a clear and correct manner.
- Think about the words that users can use to find the information you offer and make sure that those words are indeed used on your website.

You can find the entire Google Webmaster Guidelines through [this link](#).

# 3. The power of consistency in SEO

Now you know that SEO is important and that content is an important part of it. It is possible that you get results when you perform SEO as a one-time project. It is when you carry out a consistent strategy and actively follow-up, measure and adjust it so that it becomes real powerful. Search engines don't sit still. Your competitors don't either. There are continual changes happening in the surrounding SEO-landscape of your website. It is important to remain informed about this and to act upon it. There are four reasons why you should consistently carry out SEO.

## **Search engines like actual content**

Search engines like actual, relevant and good quality content. New content is more quickly shown in search results. New and good quality content will continue to weigh more and more heavily for search engines. It could even become more important than the amount of backlinks to your website. The quality of the websites on which links to your website are placed continues to become more and more important for search engines.

## **Your competitors work on SEO too**

Your competitors also want to rank highly on important keywords. They will also be busy optimizing both within and outside their website. If they rise one position, it is possible that your website drops a position. Besides on-page optimization, it is possible that your competitors are working on different areas with SEO, for example, link building (the 'collecting' of links to their website). It is therefore important to keep maintaining your SEO-activities and to build upon them to keep ahead.

## **Algorithms change regularly**

Search engines, such as Google, change their algorithms regularly. Algorithms are rules that are used by search engines for finding websites, indexing and ranking in the organic search results. Often there are small changes, but there are big updates only two times per year. These changes can have a big impact on your ranking. That means that if you score well in Google this month, you won't automatically continue to score well next month. It is, therefore, important that you keep an eye on these developments.

## **With SEO, you invest in a strong basis**

Being shown at the top of the search results can of course also be done through advertising. If you have a sufficient budget for this then in the short term this may be a good solution. It is interesting to note that about 75% of search engine users that actively search click on organic results. A quarter clicks on paid results.

For a long lasting effect, SEO is more effective. All your SEO-activities contribute to the continued growth in strength on the basis of what has been bringing organic traffic to your website. Search engine optimization is a form of pull marketing. With this, you don't 'push' your products or services, but search engines users themselves show what they want.

# 4. Three strategies to implement SEO effectively

Because SEO encompasses a lot of factors, there are also a lot of different ways to integrate SEO into your marketing activities. In this chapter, we'll be working with three powerful and time practical strategies.

## 1. Make a content strategy

The content of your website has to align with what your website visitors want to know and expect when they visit your website. Content can be seen as a bridge between customer requirements and the goals of your website. A content strategy is a plan in which you determine how content with a certain value to an audience can help with reaching your goals.

By making a content strategy, you start to think about the content, its spread and the desired effect of the content that you create. If you consistently work on this, you will keep producing new content. If you publish this on your website, then you will always keep your website up to date. You have just learned that updated websites are displayed in the search results more quickly.

A content strategy should answer the following questions:

1. Which content you should make (what, for who, when, etc.)
2. When you should make that content (goals, target audiences, etc.)
3. And how can you determine if that content is good (measuring, testing, improving)

# Content strategy canvas

Who are you?																			
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr style="background-color: #f4a460; color: white;"> <th style="padding: 2px;">Goals</th> </tr> <tr> <td style="padding: 5px;">                     What are your goals?                       How do you want to reach them?                       How do you make your goals SMART?                 </td> </tr> </table>	Goals	What are your goals?  How do you want to reach them?  How do you make your goals SMART?	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr style="background-color: #f4a460; color: white;"> <th style="padding: 2px;">Intern</th> </tr> <tr> <td style="padding: 5px;">                     Who are you? What do you do?                       Tone-of-voice:                       Message:                 </td> </tr> </table>	Intern	Who are you? What do you do?  Tone-of-voice:  Message:	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr style="background-color: #f4a460; color: white;"> <th style="padding: 2px;">Target audience</th> </tr> <tr> <td style="padding: 5px;">                     Who is your target audience?                 </td> </tr> </table>	Target audience	Who is your target audience?											
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What are your goals?  How do you want to reach them?  How do you make your goals SMART?																			
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Target audience																			
Who is your target audience?																			
What are you going to do?																			
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Type of content 2																			
How should you do this?																			
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Sources																			
Who is going to gather the information?  Costs:																			
Content management																			
How are you going to produce content?  How do you want to promote your content?  When do you want to publish your content?																			
Content governance																			
How do you guarantee the quality?																			

Download this canvas through [this link](#).

**Tip!** To fill out your content calendar you can use these sources:

- Your own (marketing) calendar
- Issue calendar – This lists all the important days and holidays that you can use for your content calendar. <http://www.issuekalender.nl/>
- Days of the year – Website containing all special days across the entire world. <https://www.daysoftheyear.com/>

Tip: We've made a content calendar template that you can use. You can download it for free through [this link](#).

## 2. Regularly do an SEO-competition analysis

A competition analysis is an analysis in which you can map out the strong points, potential opportunities and threats of competitors in the field of SEO.

The goal of this analysis is to gain insight into your position as compared to your competitors and to discover the potential opportunities which will allow you to excel. We advise our users to carry out an SEO-competition analysis at least once every three months.

With a competition analysis you can examine several of your competitors' SEO factors:

1. Who are your competitors
2. Content
3. Ranking of your competitors
4. Benchmark (Besides your keyword research/putting backlinks)



This is a format you can use to make a good SEO-competition analysis:

webtexttool.

## SEO-competition analysis Canvas

Number of Backlinks						
	January	February	March	April	May	June
Own website						
Competitor 1						
Competitor 2						
Competitor 3						
Competitor 4						
Competitor 5						

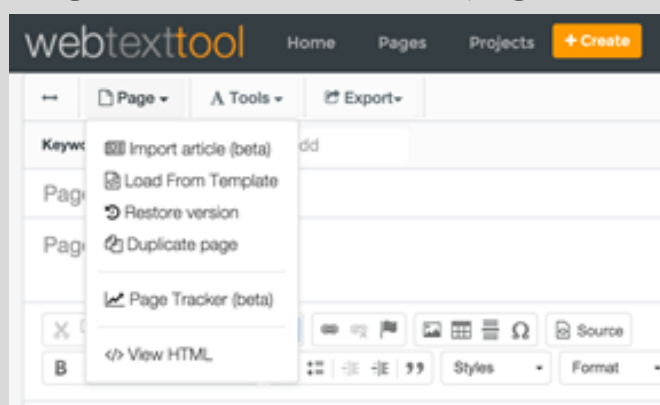
Ranking Keywords						
Keywords	Own ranking	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5
Keyword 1						
Keyword 2						
Keyword 3						
Keyword 4						
Keyword 5						
Keyword 6						
Keyword 7						

Tip! Frequently check how your competitors rank on several keywords.  
Maybe these keywords are interesting for you to work on too!

Download this canvas through [this link](#).

**Tip!** You can check the rankings of your competitors through the Page Tracker Widget in webtexttool. You can find this widget in the editor under 'page'.

To see the amount of backlinks your site has, you can use a free tool from Moz: <https://moz.com/tools>



### 3. Follow the news regarding the changing algorithms

Google utilizes about 200 factors to determine the worth of search results. As we discussed earlier, search engines change their algorithms 500 – 600 times per year. The goal of these updates is to offer search engine users the best quality content that aligns with their searches as much as possible.

Often these are small changes, but there is always a big update twice per year. Well known large updates are the Panda and Penguin updates. The Panda update's purpose is to keep down websites of low quality and little or no value so that websites of higher quality appear higher in Google. This is done using several means, consisting of a complex filter that is developed in order to test the quality of a website using a number of factors.

The Penguin update ‘punishes’ the use of so-called ‘black hat SEO’ techniques. Black hat SEO is a form of search engine optimization which doesn’t respect the regulations set by Google. Penguin passes out penalties to websites that utilize these wrong SEO techniques. A penalty means your website will be kept out of the top 100 of Google search results.

If you are not aware of these updates, this can have a big impact on your ranking. That is why it is important to remain informed of the changes that large search engines such as Google implement.

You can remain informed of these updates by following bigger SEO-blogs or by outsourcing your SEO to experts that follow all the updates closely. Websites that you can follow for this are moz.com and searchenginewatch.com. These blogs quickly write about the update and its consequences once it happens and provides website owners with information on what to do.

**Tip!** Webtexttool updates the SEO-rules monthly. Use your webtexttool to optimize your content. Then you can always be sure that your web texts are up to date.

# 5. Summary

As you've read, SEO is a broad subject. There are a lot of factors you have to take into account in order to optimize your website. But it is undoubtedly worth it. You are investing into your website on a long term basis.

Of all SEO factors, content is one of the most important to take into account. After the latest updates from Google, it's becoming more and more clear that relevant and good quality content keeps weighing more heavily for search engines. This is a logical development as search engines always want to provide their users with content that best aligns with their information needs.

We believe it is important to do SEO structurally and integrate it into your daily activities while surrounding it with the writing of content. This way you retain a strong position relative to your competitors. Invest time in making a routine out of these extra points so that you're always working on the organic basis of your website.

We've given you three strategies with which you can implement your SEO consistently and powerfully. In order to employ these strategies specifically, we're also offering you three downloadables:

- Content strategy canvas
- SEO-competition analysis canvas
- Content calendar canvas

# 6. About webtexttool

*“We believe that everyone can easily write search engine friendly texts, without having to rewrite it later. With webtexttool we are making the entire concept of SEO more accessible and are giving internet writers tools to directly write optimized web texts without technical knowledge.”*



Photo: Kyrill Poelmans (CEO) & Marcel Leeman (CEO)

“Shouldn’t the writing of creative, search engine friendly texts be possible and much simpler?” the founders of webtexttool asked themselves. Within their field of expertise, they were often involved in the realization of websites and noted that the writing of the web texts often took more time and effort than expected. In addition to this, there are strict deadlines, and not long after there are concessions being made on content, despite the fact that this is an important part.

### **Traditional on-page optimization**

Moreover, the ‘traditional’ on-page optimization process is long. Often a text is written first, and then optimization is done. It takes time to see the effect in the search results. On this basis, the higher you optimize, the higher the time spent until the effect is seen thereof. In short, this leads to an inefficient process of repeatedly optimizing and adjusting web texts.

### **Easier and quicker**

To make the optimization process easier and quicker, Maarten Vink invented the concept of webtexttool and developed this together with Marcel Leeman and Kyrill Poelmans. With webtexttool you can optimize your creative text directly. The tool helps find the best keyword and gives tips and suggestions that you can directly apply while writing to make your web text SEO-friendly. The online tool launched in April 2015 and currently has more than 3,500 users.

webtexttool.

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