



Your partner in
digital growth

➤ Websites

➤ SEO

➤ Lead Generation

➤ Creative Content

➤ Branding & Design

➤ Strategic Marketing

C2S LEADERSHIP MONTH 2023

Marketing Roundtable with QBD

Paul Dyer – Managing Director

Let's explore the true value of SEO

What does it mean if you are ranking well within Search Engine Results Pages?

Ok, let's jump in and have a look at some of the issues surrounding SEO, some common mistakes and the benefits of getting it right!

Engagement

What does it mean?

& How do we do it in the Digital World

Engagement

In the Digital Market, we often talk about ourselves, what we do.

Suggesting services or products to solve yet undefined problems in the mind of the potential client.

Engagement

But there's a bigger problem...

Engagement

How many people in the room would recommend the services of someone they don't yet know or have never met?

Not many, I hope!

Why is this?

Engagement

Trust

Engagement

Trust

Most of us want to Trust, but we seek the evidence or proof that we can build Trust upon.

Engagement

Trust

Let's go back to Engagement.

Is it easier to engage with people that Trust us?

Simple answer, yes

Engagement

Trust

People who Trust us are more likely to Engage with us, listen to us.

But what about our actual message, what right do we have to make claims or ask for engagement on any given subject?

You can Trust someone, but what about expertise?

Engagement

Trust

Would you trust your dentist to carry out knee surgery?

Would you trust your accountant to replace your roof?

Simple answer, no

Engagement

Trust

Why? Because they have no expertise in the subject.

They do not have the... Authority

Engagement

Trust

Authority

Let's go back to Engagement

Engagement

Trust

Authority

Is it easier to Engage with with people that Trust us and believe we have the Authority to do what we do?

Simple answer, yes

Engagement

Trust

Authority

Wouldn't it be great if we had someone that Trusts us, believes in our Authority and is prepared to recommend us 24hrs a day 7 days a week!

Who would be willing to do this?

Engagement

Trust

Authority

Google

Engagement Trust Authority

But, first we need to gain the TRUST of Google.

And, we need Google to believe in our Authority to do what we do and say what we say or sell what we sell.

Plus...

We need Google to have such a high level of Trust & Authority in us that it will rank us above others.

Engagement

Trust

Authority

Building Trust & Authority with Google will drive...

Traffic

Building Trust & Authority with your audience will allow you to have meaningful & valued Engagement.

Engagement

Trust

Authority

Traffic

Engage with your audience on their pain points, educate them, give qualified advice and guidance.

Create Customer Journeys and a great User Experience around their needs with a clear call to action or next steps.

This will create great... Conversions

Engagement

Trust

Authority

Traffic

Conversions

This is SEO.

Trust + Authority + Engagement = Traffic & Conversions

This is what we do.

The true value of SEO?

Suggested topics for further discussion:-

- ▶ On Page vs Off Page SEO
- ▶ Local SEO
- ▶ Domain Authority
- ▶ Back Linking
- ▶ Website Performance – Technical SEO
- ▶ Content
- ▶ Internal Linking

