

 **« SEO » SEARCH ENGINE OPTIMIZATION**

**what is search engine optimization?**

More than 90% of users search for a brand online before purchasing its products or services, which is why it is necessary to ensure that you appear in the first result when they search for your brand or for products and services you offer or related information to be the first over your competitors .tens and hundreds or thousands of results that will appear to the user.

Search engine optimization is one of the most important conditions for success in marketing your brand, because you can direct your target audience to your digital site through improved content, and increasing visits means increasing profits. Even if site visitors do not buy from you, their only visit to the site will gradually build awareness of your brand.

**SEO tasks:** SEO tasks include:

1- Diagnosis, analysis and strategic planning

2- Improving the ranking among competing sites

3- Keyword studies

4- Improving the site structure and page elements

5- Create strategic content

**Search engine optimization steps:**if you want to always be on the first page of results, you must:

1- Choosing a link name: Because link names have a major role in ranking the website, you must choose a suitable and easy-to-remember link name that includes keywords related to your brand’s services. For example: The Body Shop is the best skin care brand.

 **2- Speed:** Your website must be fast, the visitor will often leave the site before it is fully loaded. Also, site speed is one of the most important metrics that the search engine relies on when ranking your site.

3- **Improving the user experience:** Consider user satisfaction as your priority. Design the site to be easy to use and compatible with computers and mobile devices.

 4- **Create and share high-quality content:** The website is an interface that expresses the brand, for this you must provide high-quality content to users.

Search engines also love what is called “original content,” meaning distinct content that is not copied from other sites.

 This includes blog articles, images, and clips. Video, and even if your website is an online store, you can provide high-quality content through professional photos of the products and writing a professional description of them.

**5-Searching for keywords:** Keywords are what users type when searching in a search engine, and they are the words that should be found in the site’s content in order to rank in the first results in the search engine.

Therefore, you must be very precise when searching for keywords and including them in the written content of the site. If you want it to be among the first page results in the search engine..

You can search for keywords using free or paid tools that will suggest more keywords and statistics related to them, such as intensity of competition and traffic. the most popular free tools are: Google Trends and Google Keyword Planner.

 How to distribute keywords in the article: These are the places where the keyword should be included:

Title: Focus on including the main keyword in the title, and do not make it exceed 60 characters.

Article content: The keyword must be repeated in the article no less than 8 times.

Dividing the article into paragraphs: to make it easier for users to read, and it is also an opportunity to include the keyword in the subtitles of the paragraphs.

URL: The URL must contain the primary keyword.

Description of the article images: Writing the keyword in the description of the article images helps it rank high in the search results.