

SEO

Because 60% of all web traffic begins with a Google search...

Are you selling cookies or aeroplanes?

Whatever product or service you're selling, regardless of how big or small, if you can't reach out to the right audience, your chances of being successful at it is pretty bleak. And that's why SEO has *exponentially* gained so much momentum in the digital marketing world.

Let's be honest - it takes more than just inserting a few keywords in your text or building a link wheel to rank on the first page of Google. And if it were that easy, we would all be doing it. But it isn't. **And that's why you're here.**

We understand that SEO is more than just online marketing or advertising your products and services. SEO is an art - a strategic approach tailored for your business, to drive targeted traffic to your website from search engines.

So, how can we do that for you?

> *Content Strategy*

The content strategy that you implement can make or break your business. The information on your website is what tells a prospective client what you do, how you do it, and why you're confident that you're the best in the business. When looking to improve your SEO results, your content should go beyond the obvious brochure-type

elements and focus on communication so you can help your prospective customers achieve their goals.

At the Digital Cafe, that's exactly what we do.

We believe in quality content. You do not have to write paragraphs after paragraphs to convince a visitor to convert into a customer. You just need the right content strategy. We follow a 360-degree approach to content - social voice, on-site copy, and keyword strategies so that you can drive organic traffic to your website.

Get in touch with us, and together, we can devise the perfect content strategy for your business.

>Technical SEO

The concept of technical SEO can seem daunting to many, but it doesn't have to be. Simply put, technical SEO ensures that any search engine can not just read your content but also explore your site.

What does this mean for you?

It means that at the end of the day, you get a mobile-optimized, blisteringly fast, SEO friendly website - a visual treat for anyone who lands on your site.

At the Digital Cafe, we understand the interplay between web design, development, and SEO and how they all contribute towards better ranking. By working with us, technical SEO is another one of those things that you can check off your list pretty quickly.

>On-site Optimization

On-site optimization is not just 'one' thing - there are, in fact, many factors at play. However, assuming that you have a well-structured site, applying on-site optimization can be relatively straightforward, depending on how you approach it.

At the Digital Cafe, we not only optimize your website as a whole, but also on an individual page level. This means that we do extensive keyword research that doesn't involve plugging in random keywords to increase traffic. We also work on page titles, descriptions, and content optimization so you are guaranteed the highest level of user experience.

> Off-site Optimization

Producing great content and optimizing it is just one part of great SEO. The other part is off-site optimization where link-building acts as a crucial component to developing strong organic rankings. As the number of sites willing to link to your website increase, your credibility also automatically increases.

Eric Ward, a content linking strategist, once said 'Connect what should be connected.' Though we take the concept of link-building seriously, we also understand the importance of getting links from relevant and credible sources. In order to reach a larger audience, we, at the Digital Cafe, go above and beyond the obvious tactics and **create optimized content that deserves links**. We ensure that our link wheel is one that provides further context and can serve as a connecting bridge in the hyperlinked digital world.

If you still have questions about our SEO services, please feel free to fill out the form below and we would love to help you out.

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