



What's *the* Story *with* SEO

Your Book in the Bookstore

Your website is your story or book and the internet is a bookstore. To get people to see your book, leaf through its pages, and purchase it (or convert) – you need them to actually see it. If your book is on the bottom shelf in the wrong section, the right audience will likely never see it.

SEO is essentially the strategy for getting your book to appear in the right section to the person who is interested and looking for it.

SEO & Storytelling

On-page SEO tells an interesting, coherent story. It starts with a good topic, has a compelling message, and includes a takeaway.

Keyword Research = Audience Research



For a story to be successful, you need to know your audience.

The first step in SEO is determining what potential clients are searching. If no one is looking for Delaware Recruiting Software Companies – it's no use trying to get your book into that section. However, if your ideal client is searching for Recruiting Software Solutions – that's where you want your book displayed.

A B2B Website = The Whole Story

Consider your B2B website to be the entire story of your firm. It's cover to cover, your brand.

So, how do you tell the story of your business and explain all the great things that people care about? You break it up into chapters.



Website Sitemap = Story Outline

Before you start writing the story of your company, you need to create an outline of ideas, which often become chapters. These chapters may cover things like features, benefits, services, company information, success stories, etc.

These chapters form an outline of your story.

Keywords = Context and Structure

Use keywords to create context and structure for individual chapters.

For example, if "Recruiting Software" is your keyword focus for a particular page, it should discuss an aspect of "Recruiting Software." Similarly, the keyword will determine the structure of page by discussing the main topic of "Recruiting Software" with the sub-sections discussing more detailed aspects of "Recruiting Software."

Just like when you write a story, you want the page to flow logically with an overview, then the details, then a conclusion.

Conclusion

So that is the "Story" with SEO. SEO enables your firm to tell your story in a coherent, compelling way to the right audience AND enables your story to appear in search results to potential prospects.