

The 5 Step SEO Content Creation Process

Here we take a look at the content creation process, and how this helps increase your websites rankings in search engines.



1

Define and Agree Target Keywords

Research keywords aligned to your business objectives. Keywords with the highest volume of relevant, monthly searches, should be selected.



2

Create Great Content

Content is created based around these keywords. Relevant content is developed to engage your audience.



3

Post & Share Your Content

Share a link to your content (hosted on a well ranked website) across other relevant websites, to generate links, shares, likes and mentions.



4

Increase Rankings

The shared content links back to your website. This helps increase your search engine ranking position for the specified target keyword.



5

More Relevant Website Traffic

The higher your website ranks for your target keywords, the more visits you will receive. Target prospects will find your website much more easily.

Objective Creative is an award winning integrated marketing agency, its digital team combines effective strategy, creative design and technical expertise.

From campaign websites to e-commerce platforms, its experienced team work with clients to plan and produce the perfect website.

Their proven Search Engine Marketing plan includes:

SEO:

Optimisation of page structure and code.

Content Creation:

Developing engaging relevant content about your business, including infographics, articles, blogs, reports, online tools and videos.

Sharing content with key audiences:

Ensuring content is shared, and valuable links are secured to your website.