



# Demystifying SEO

Unveiling the Truth Behind 10 Common Myths

This e-book will become your go-to resource for anything SEO-related in 2023 and beyond. We'll shed some light on the 10 common myths of SEO and show you the strategies we've used with clients to enhance their website's performance. By the end, you'll have actionable tactics you can use today to drive more organic traffic to your digital frontdoor.

Let's get started.



# Demystifying SEO

How SEO began and evolved.

In the early days, SEO primarily involved keyword stuffing, meta tag manipulation, and other techniques aimed at manipulating search engine algorithms.

The focus was on pleasing search engines rather than delivering quality content to users. Then in 1998, Google revolutionized the search engine landscape with its innovative PageRank algorithm, which analyzed the relevance and quality of web pages based on their backlinks. Google quickly gained popularity due to its ability to provide more accurate search results.

Later Google algorithm updates aimed to combat questionable SEO practices and improve the quality of search results. These updates forced website owners and SEO professionals to adopt more user-centric and ethical SEO practices.

SEO became increasingly important as search engines like Google introduced more advanced algorithms and improved their ability to understand user intent. With the vast amount of online content and intense competition, effective SEO strategies are crucial to stand out, improve organic rankings, and drive targeted website traffic.

Yet, SEO has become more complicated and less understandable for the average non-techy person. It's also a constantly evolving field, shaped by advancements in technology and changes in search engine algorithms. It's easy to get lost in a rabbit hole of confusing recommendations and techniques that may or may not work.

Myths and misconceptions abound. It can be difficult to know what's real.

In 1998, Google revolutionized the search engine landscape with its innovative PageRank algorithm, which analyzed the relevance and quality of web pages based on their backlinks.



# Eight Reasons Why SEO Is Crucial

Because myths are prevalent, it's important to ensure that you know *why* SEO is so important for the health of your website.

## 1 Increased Visibility and Organic Traffic

Of course, above all, SEO helps improve your search engine rankings based on the keywords your potential clients and customers are using to find products or services like yours. Higher findability increases organic web traffic, generating more leads and conversions.

## 2 Cost-Effective Marketing

SEO is also a cost-effective marketing strategy. Unlike paid advertising, which can be expensive and time-bound, SEO optimizes your website's visibility in organic search. Investing in SEO can generate long-term, sustainable web traffic without paying for ads.

## 3 Establishing Credibility and Trust

When your website appears prominently in search results, it enhances your brand's credibility and instills trust among potential clients. Ranking higher in search engines shows that your business is reputable and trustworthy, allowing it to stand out from competitors.

## 4 Targeting Relevant Audience

SEO allows you to focus on specific keywords and phrases relevant to your business. By optimizing your website for these keywords, you attract highly targeted traffic from prospective clients actively shopping for your products or services. This targeted approach heightens the likelihood of converting website visitors into qualified leads or customers.

## 5 Competitive Advantage

Stay ahead of competitors by outranking them in search results. By targeting keywords specific to your industry and optimizing your website, you position your business as an industry leader and gain a competitive edge.

## 6 Long-Term Results

SEO is a long-term strategy that yields cumulative benefits over time. By consistently using smart SEO tactics, your website's authority and visibility in search engines will increase, leading to sustained organic traffic and business growth.

## 7 Integration with Other Marketing Channels

SEO complements other marketing channels, including content marketing, social media, and email marketing. By aligning your SEO efforts with these channels, you can create a cohesive and integrated marketing strategy that amplifies your online presence and maximizes results.

## 8 Analytics and Data Insights

SEO provides valuable data and insights into your website's performance, user behavior, and conversion rates. By analyzing this data, you can make informed decisions to optimize your marketing efforts, improve user experience, and enhance your overall B2B marketing strategy.

As you can see, SEO is essential to your business because it will boost your digital findability, generate organic traffic, establish credibility, target relevant audiences, gain a competitive advantage, and achieve long-term business growth. Investing in SEO is worthwhile as long as you are clear on the most effective strategies. Let's unveil some of the most common myths and misconceptions that get in the way of SEO success.



# Myth #1

## Unveiling the 10 Myths of SEO



### MYTH

Traffic will go down after you launch a new website.



### FACT

Launching a new website will not harm SEO in the long term.

**True SEO growth doesn't happen overnight.**

In fact, with proper planning and execution, you can leverage the launch to improve your website's SEO. However, it's important to consider potential risks and take necessary precautions to minimize any negative impact.

Here are some elements to think about as you build your new site.

#### Site Structure and URLs

Create a well-organized site structure and page URLs that are clear, descriptive, and optimized.

#### Redirects

Don't leave any broken links. Redirect all old webpages to their corresponding new pages using 301 redirects to preserve SEO value.

#### On-Page Optimization

Optimize every new page, including title tags, meta descriptions, headings, and content. Conduct thorough keyword research and ensure your content is relevant, informative, and optimized for target keywords.

#### Website Accessibility

Make sure the new website is accessible to search engine crawlers. Check for any potential issues hindering crawling and indexing, like broken links, blocked resources (e.g., CSS and JavaScript), or improper use of robots.txt.

#### Website Speed and Performance

Loading speed is a critical factor for SEO. If your new website is slow to load, that will negatively affect SEO. Watch the new website's speed and performance during and after launch. Optimize images, minify CSS and JavaScript files, enable caching, and choose a reliable hosting provider to ensure your website loads quickly.

#### XML Sitemap and Robots.txt

Create and submit a new XML sitemap to search engines to help them crawl and record the structure and content of your new website. Update your robots.txt file to ensure search engines can crawl and index the relevant parts of your site.

#### Backlink Monitoring

Backlink Monitoring: If you had backlinks pointing to your old website, watch them during the transition. Reach out to the linking websites and request that they update the links to your new website. Maintain a healthy backlink profile to preserve SEO authority.

True SEO growth doesn't happen overnight. Launching a new website is the perfect opportunity to optimize SEO by implementing best practices right from the start. When you address SEO considerations at launch, you will minimize any potential harm and set a strong foundation for SEO success with your new website.





# Myth #2

## Unveiling the 10 Myths of SEO



### MYTH

High keyword density will improve page ranking.



### FACT

Overloading your content with excessive keywords can do more harm than good.

**Prioritize high-quality, relevant content.**

Search engines now prioritize high-quality, relevant content over keyword density for the following reasons:

#### User Experience Suffers

Keyword stuffing makes the content difficult to read and understand for human visitors. It often results in awkward, repetitive, and unnatural-sounding text. This negatively impacts user experience and can lead to high bounce rates and low engagement.

#### Search Engines Penalties

Search engines have become more sophisticated in detecting and penalizing keyword stuffing.

Google, for instance, penalizes websites that engage in such practices by downgrading their rankings or removing them from search results altogether.

#### Relevance and Quality

Keyword stuffing detracts from offering the best content because it focuses more on manipulating search engine algorithms than providing valuable information. As a result, keyword-stuffed pages may not fulfill the user's search intent or provide meaningful answers to their queries.

#### Negative Brand Perception

When visitors encounter poorly written and spammy content, it diminishes trust and credibility. Users may perceive the website as low-quality, leading to a negative perception of the brand associated with it.

Instead of inserting keywords into every sentence, **focus on providing valuable and customer-centric content.**

By prioritizing user experience and quality, you'll:

- ✓ Build credibility
- ✓ Enhance your rankings
- ✓ Attract more organic traffic in a sustainable and ethical way.



# Myth #3

## Unveiling the 10 Myths of SEO

X  
MYTH

The quantity of links on your site is the most important factor for ranking.

✓  
FACT

The quality and relevance of links are more important than quantity.

Search engines are becoming more sophisticated at identifying paid or spammy links. The practice of buying links is against the guidelines of most search engines, including Google.

Here are some actual link-building truths to consider:

### Search Engine Penalties

When detected, Google penalizes or deindexes a website. When penalized, a website may experience a drop in rankings, reduced organic traffic, or even complete removal from search engine results.

### Little Relevance and Value

Purchased links often come from low-quality or spammy websites with little relevance to your industry or content. Search engines can detect that these links are not genuinely earned and do not provide value to users.

### Looking for a Natural Fit

Search engines like Google prioritize natural, authoritative, and relevant links as indicators of a website's credibility and relevance. Their sophisticated algorithms can detect unnatural link patterns.

### Number of Links Can Be a Trigger

If a website suddenly acquires a large number of links from unrelated sources or the links all have a similar anchor text, it raises red flags and can lead to penalties. Organic link growth tends to be gradual and diverse.

### Reputation and Trust Issues

Purchasing links can harm a website's reputation and erode trust. It can diminish confidence in a brand, leading to negative user experiences and potential loss of customers.

Instead of buying links, **we recommend building a strong link profile through organic and ethical means.**

When you create high-quality content, others will:

- ✓ Want to link to it from their websites
- ✓ Respond well to your outreach strategies
- ✓ See your company as an industry leader



# Myth #4

## Unveiling the 10 Myths of SEO

  
**MYTH**

Social media has no impact on SEO.

  
**FACT**

Social media indirectly contributes to SEO success by driving traffic and brand awareness.

A strategic social media strategy can assist your website's SEO in these ways:

### Increased Website Visibility and Traffic

Sharing content from your website on social media platforms can amplify visibility to a wider audience and drive more organic traffic to your website. Increased traffic and user engagement can positively influence your site's organic search rankings and click-through rates.

### Link-Building Opportunities

Social media provides opportunities for authentic link-building. When your content gets shared on social media, it has the potential to attract links from other websites or blogs.

### Brand Awareness and Reputation

Active social media presence helps build brand awareness and enhances your online reputation. By sharing valuable and engaging content, interacting with your audience, and building a strong social media following, you can establish your brand as an authority in your industry. A reputable and recognized brand is more likely to receive mentions, citations, and links from other websites, positively impacting your SEO.

### Real-Time Search Results

Google often integrates real-time social media updates into their search results. This means that when users search for specific topics or keywords, recent social media posts or hashtags can appear in the search results. By leveraging social media, you can boost your chances of appearing in these real-time search results.

### Social Media Profiles in Search Results

Social media profiles often rank well in search engine results for branded searches. Having active and optimized social media profiles can help you occupy more space on the search engine results page (SERP) and control the narrative surrounding your brand.

Maintaining an **active** presence on **social media** by creating sharable content and engaging with your audience will lead to:

- ✓ Increased visibility
- ✓ More website traffic
- ✓ Enhanced search engine rankings

This can positively influence your website's SEO by:

- ✓ Enhancing visibility
- ✓ Driving more traffic
- ✓ and enhancing your search engine rankings.



# Myth #5

## Unveiling the 10 Myths of SEO

  
**MYTH**

Longer content always ranks better.

  
**FACT**

Search engines do not have a rule for word count that guarantees higher rankings.

**It's more important to pay attention to quality and relevance over word count. Content should be well-written, structured, and provide value to users. Length alone does not guarantee better rankings if your content is shallow, repetitive, or lacks substance.**

The ideal content length depends on the topic, audience, and the type of information required to answer typical search questions. It is essential to strike a balance between providing comprehensive information and maintaining engagement. Here are some ways in which short content is beneficial:

### Featured Snippets

Short, concise content can capture featured snippets, which are highlighted search results displayed at the top of SERPs. Featured snippets provide quick and direct answers to user queries. By optimizing your content to answer specific questions, you strengthen the chances of your content appearing as a featured snippet, driving more visibility and traffic to your website.

### User-Friendly Format

Short content is more easily consumed and is perfect for mobile users who often seek quick answers or are on the go. By delivering relevant and concise information in a visually appealing format, you can enhance the user experience and strengthen engagement metrics, such as click-through and time-on-page rates, which will influence SEO.

### Industry Topics and Specific Queries

Short content is valuable for targeting specific industry topics or queries that don't require extensive answers. When users search for very specific information, they often appreciate concise and focused content that provides a direct answer

or relevant resource. By addressing niche topics with short, targeted content, you can attract highly targeted traffic and potentially rank well for those specific searches.

### Supporting Content and Internal Linking

Short content can serve as supporting or supplementary material to longer content pieces. Short, focused articles or blog posts provide additional context or expand on specific subtopics covered in longer content and can enhance the value of your website. Internal linking between short and long content pieces can help users navigate your site, improve user experience, and distribute link equity throughout your website.

### Social Media and Link Building

We've already discussed how social media can drive more traffic to your website, which leads to better ranking. Social media is the optimal channel for short and shareable content. This can lead to increased findability, social engagement, and the potential for viral sharing.

For web content, word count is not as important to SEO as relevance. Prioritize your website's content for quality, clarity, and targeting, not length.





# Myth #6

## Unveiling the 10 Myths of SEO

  
**MYTH**

SEO is only about search rankings.

  
**FACT**

Components of SEO focus on enhancing the user experience and providing value to website visitors.

As powerful as Google's algorithm is, SEO is more than just the searchability of your website.

SEO encompasses website usability, mobile optimization, and content relevance and aims to optimize and improve the user experience. Here are some other aspects of SEO to consider:

### User-Centric Approach

The best SEO strategies prioritize the needs and preferences of the target audience, not search engines. By understanding user intent and delivering valuable content, websites can provide a better user experience beyond search engine rankings.

### User Experience (UX)

SEO considers the user experience a crucial goal in website optimization. Website speed, mobile-friendliness, navigation, intuitive design, and engaging content contribute to a positive user experience. The websites that provide a seamless and satisfying user experience are prioritized in search results.

### Content Optimization

SEO involves optimizing website content to make it more user-friendly. This includes creating unique, informative, and high-quality content that incorporates relevant keywords, meets user search intent, and encourages user engagement.

### Mobile Optimization

With the increasing use of mobile devices, mobile optimization is crucial for SEO. Responsive websites provide a seamless experience across different devices and improve user satisfaction and engagement.

### Locality

Local SEO optimizes a website's visibility for location-specific searches. A location-specific business can attract customers in their targeted geographic areas by optimizing for local search terms, incorporating location data, and managing online reviews.

### Trust and Credibility

SEO efforts that focus on creating high-quality content, earning authoritative backlinks, and delivering a positive user experience contribute to building trust and credibility. Websites trusted by users and seen as reliable sources of information are more likely to attract organic traffic and generate conversions.

While SEO may have started as a strategy for search engines, it has shifted towards a more user-centric and holistic approach. By considering user experience, content quality, mobile optimization, branding, and other factors, SEO can help your business improve its online presence, attract targeted traffic, and build lasting relationships with visitors.



# Myth #7

## Unveiling the 10 Myths of SEO



### MYTH

The goal is to rank #1 in search results.



### FACT

SEO success is measured by organic traffic, conversions, and website performance, not just rankings.

**#1 rank  
is *not* always the  
best place to land.**

**We've already discussed how search engine rank is not the only desirable goal for strategic SEO.**

User experience and credibility are also critical. While ranking at the top of search engine results is great, it's not always the best or most appropriate goal in every situation. Here are a few reasons why.

### Search Engine Features

SERPs contain more than a list of websites now. They've evolved to include various tools within search results, like featured snippets, knowledge graphs, local packs, image carousels, and more. These features often appear above the traditional organic search results. Even if your site ranks #1 organically, these features can push your listing further down the page, reducing its visibility.

### User Behavior

Be honest; how often do you click on the first results on a SERP? Many of us are inherently suspicious of algorithms and buried ads in SERP and may hedge our bets on which link we choose to follow. Also, users may prefer to compare multiple options, explore different

sources, or look for specific types of content. Ranking slightly lower but still within the top search results may attract more traffic and engagement than being #1.

### Long-Tail Keywords and Niche Topics

Ranking for competitive broad keywords is challenging and may not reflect your specific target audience or industry. It's better to focus on long-tail keywords and industry topics more relevant to your business, even if you don't achieve top ranking.

### Conversion Optimization

While attracting organic traffic is important, the ultimate goal for most businesses is to convert visitors into customers or achieve specific outcomes.

Sometimes, lower-ranked pages may be better optimized for conversion through compelling calls-to-action, intuitive design, and persuasive content.

### User Intent

The primary goal of SEO should be to understand and satisfy user intent. For competitive keywords, a top-ranking result may not align with what your customers are looking for, and lower-ranked results may provide more relevant and valuable content. By meeting user needs and delivering high-quality content, you can still drive organic traffic and achieve your objectives instead of competing for rank with less relevant keywords.

It's crucial to consider the overall business goals, target audience, user intent, and the specific context when determining the success of your SEO efforts. Achieving the top ranking is not always the best or most impactful outcome. Focusing solely on ranking #1 can lead to a narrow perspective, while a comprehensive SEO approach emphasizes providing value, meeting user needs, enhancing the user experience, and driving tangible business outcomes.



# Myth #8

## Unveiling the 10 Myths of SEO

X  
**MYTH**

SEO is only for large businesses.

✓  
**FACT**

SEO is relevant for businesses of all sizes.

In this case, size doesn't matter. Every business with a website can benefit from targeted SEO strategies to improve their online presence and reach their target audience.

Think of your website as your digital front door. Wouldn't you want to make it easy to find and accessible to everyone looking for it? Aside from enhanced findability, here are some reasons why SEO is applicable to every business.

### Leveling the Playing Field

SEO provides an opportunity for small businesses to compete with larger competitors. By implementing SEO strategies, smaller companies can optimize their websites, create valuable content, and target niche or local markets. This enables them to reach more of their target audience without needing a large marketing budget.

### Targeted Traffic and Local SEO

SEO allows businesses to target specific geographic areas. Local companies can optimize their online presence to appear in local search results, increasing their visibility to potential customers in their neighborhoods. Local SEO is particularly beneficial for businesses that rely on local clientele, like brick-and-mortar stores, restaurants, or service providers.

### Lower Cost Marketing

SEO can be a cost-effective marketing strategy, especially for small businesses with limited budgets. While it requires time and effort, the long-term benefits of SEO can outweigh the costs compared to other advertising or marketing methods and bring a positive ROI.

### Building Brand Authority

By creating valuable content, earning quality backlinks, and engaging with their target audience, businesses of any size can enhance their reputation and credibility, positioning themselves as industry experts.

### Enhanced User Experience

SEO practices will provide a better user experience for your online visitors. A positive user experience increases engagement, improved conversion rates, as well as customer satisfaction.

Regardless of size, businesses that **leverage smart SEO practices** will:

- ✓ Amplify their online presence
- ✓ Attract more customers



# Myth #9

## Unveiling the 10 Myths of SEO

  
**MYTH**

Digital ads  
don't affect SEO.

  
**FACT**

Point-per-click (PPC) ads  
complement SEO and can improve  
online searchability.

Because PPC is based on keywords, a solid PPC strategy can indirectly enhance SEO by working with your SEO keyword strategy.

Here are some tips to get started.

### Increased Visibility

Running PPC campaigns alongside SEO efforts can boost your presence on SERPs by appearing in both the organic and paid search parts of the page.

### Keyword Research and Performance Insights

PPC campaigns involve the same keyword research you should do for SEO. Keyword research provides valuable insights into search volume, keyword competitiveness, and user intent. These insights can inform and optimize both strategies.

### Testing and Refining Ad Copy

PPC allows you to test different ad copy variations to determine which resonates best with your target audience. Use the results from these ad tests to optimize meta titles, meta descriptions, and on-page content for SEO purposes.

### Landing Page Optimization

When you create and optimize landing pages for PPC campaigns, you also improve your user experience and relevancy for organic visitors.

### Data and Insights

PPC campaigns provide valuable data on user behavior, conversion rates, and other performance metrics. Leverage these insights to refine SEO strategies, identify content gaps, and make data-driven decisions to improve your overall website experience.

### Brand Awareness and Click-Through Rates

PPC ads can boost brand visibility, even when users don't click on the ads. Increased brand exposure through PPC can positively impact organic search results' click-through rates (CTRs).

When integrated and aligned, PPC and SEO are complementary strategies that can contribute to a comprehensive online marketing approach.





# Myth #10

## Unveiling the 10 Myths of SEO



### MYTH

SEO is a one-time thing and does not require ongoing effort.



### FACT

SEO is an ongoing process, not a one-time activity.

**There is no magic bullet for SEO.**

Effective SEO takes time and patience. It is an ongoing process that demands continuous effort, education, and adaptation to maintain and improve search engine rankings and organic visibility. Here are a few reasons why SEO should always be on your mind.

#### Evolving Search Engine Algorithms

Search engines frequently update their algorithms to deliver more relevant and high-quality search results. These algorithm updates can impact website rankings and searchability. To stay competitive, staying on top of these changes and adapting your SEO strategies as needed is essential.

#### Competitor Landscape

If your competitors are actively investing in SEO and improving their websites, it can affect your organic performance. Regular monitoring and adjustment of your SEO strategy help you stay competitive and maintain or improve your search rankings.

#### Content Freshness and Relevance

Websites with regularly updated and fresh content tend to perform better in search engine rankings. Continually producing new and relevant content attracts users and signals to search engines that your website is active and authoritative.

#### Technical Updates and Optimization

Every website requires ongoing technical maintenance and optimization for the best user experience. This includes monitoring site speed, ensuring mobile-friendliness, fixing broken links, and optimizing site structure. Also, ongoing technical SEO maintenance helps search engines crawl and index your website.

#### Link Building and Authority Building

Building high-quality backlinks and establishing authority in your industry requires continual outreach, networking, and content promotion.

#### Data Analysis and Optimization

Successful SEO involves analyzing website data, user behavior, and performance metrics to make informed decisions and optimize strategies. Regular analysis of key metrics allows you to identify areas for improvement, uncover new opportunities, and adjust your SEO approach as needed.

#### Market and Industry Changes

Market trends, industry developments, and changes in user behavior can influence SEO strategies. Staying informed about these changes and adapting your SEO efforts helps you remain relevant and address your target audience's evolving needs and preferences.

SEO is an ongoing and dynamic process. It requires continuous monitoring, optimization, and adaptation to ensure your website maintains and improves its findability, relevance, and organic search rankings over time.



# The Secret is Strategy

Your website is not a brochure. It is your business's front door. It should be a well-optimized lead generation machine. Let's dive into how to achieve that.

Now that we've exposed ten of the most common SEO myths, we'll let you in on the secret to mastering SEO without falling for the latest fads or fallacies from so-called "experts".

## SPOILER ALERT!

It's having a clear and well-researched strategy and sticking to it.

That's it.

No single SEO tactic will get the job done. You must do the work, which includes analyzing relevant customer, competitor, and website data, researching and prioritizing keywords, building an optimized and user-friendly website, and creating an ongoing set of tactics that address SEO from every angle.

We are experts at this process and have developed **three simple steps** to website development that enhances and optimizes SEO.

Step 1

Research & Strategy

Step 2

Strategic Blueprint  
for your website

Step 3

Scalable Lead Generation Website  
Built using the latest technologies

Want to see more? Let's look at a recent case study.



# Case Study: Skylift

A step-by-step review of Skylift's SEO strategy and implementation.

## Overview

### Who they are

Skylift is a backyard easement machine manufacturer based in Ohio.

### What they do

They manufacture equipment that utility companies use to access power lines or other infrastructure in the air or underground.

## Problems / Needs

- The company sells through distributors and was looking for ways to drive more end-users to those distributors in order to support them and, ultimately, grow their business.
- They were also focused on improving their online presence for brand awareness and marketing purposes.

## Results

The data backs up the testimonials. Here are some SEO-specific year-over-year analytics to consider:

Analytics Measured	% Increase Year-over-Year
Organic sessions	18%
Organic leads	17%
Organic page views	23%
Total keywords ranked	42.6%
Total page #1	69%



*"The new quote form is working awesome. It's helping me to determine who has a budget for our machines or not. Even if their budget is below our base pricing, the automated email that's sent to prospects is a great discussion point. This has enabled us to quickly identify qualified leads and connect them with the appropriate distributor to support their needs. Additionally, the new dynamic Contact Us form is helping us to quickly identify and route Service Department and Parts Department requests. The information coming through is really valuable, and automated tasks are helping us prioritize our customers better."*

↑ Quote from Nick Gordon, Director of Sales and Marketing at Skylift, about the dynamic Contact Us and Request a Quote forms we added to the website to make it easier for visitors to connect to the company.



# Case Study: Skylift

A step-by-step review of Skylift's SEO strategy and implementation.

## Step 1 Research & Strategy

### SEO Strategy

When assessing the site, these are the SEO issues we uncovered:

#### Technical Errors

- ✗ Broken links
- ✗ missing or multiple H1 tags
- ✗ numerous temporary redirects
- ✗ improperly formatted title tags
- ✗ and other errors were causing the site to rank poorly and to be at risk of being banned within search engines.

Additionally, the errors could be confusing to website visitors and contributing to a poor user experience.

#### Slow Site Speed

The most concerning technical error was slow site speed.

- ✓ The best practice for website loading time is 3 seconds or less.
- ❗ Skylift's website had a speed index of 9.8 seconds.

### Web Development Strategy

It's important to note that while the SEO team was working on SEO strategy, our web development team was making great strides in planning to enhance the user experience on the website with more tools, features, and content. All of these enhancements would also improve SEO.

Some of the work they planned included:

- ✓ User interface design enhancements to better position Skylift as an industry leader
- ✓ New product finder tool to assist in product identification

### Keyword Ranking

- ✓ The majority of Skylift's ranking keywords were in positions 51–100.
- ✓ Eight keywords ranked in the top three positions, including two branded keywords.
- ✓ The non-branded keywords ranking in the top three positions had a combined average monthly search volume of 45.

Given the low combined demand for these keywords and the limited number of rankings in prominent positions, Skylift's web page visibility was limited.

### Domain Authority (DA)

DA is an algorithmic score ranging from 1–100 that predicts how well a website can rank on SERPs for specific subject matter in its field.

DA is determined by the amount of quality, authoritative and trustworthy sites that point a link from their site to Skylift's site.

- ❗ Skylift's DA was 26, which is lower than we'd like to see. Improving this through higher-quality link earning was a priority.

- ✓ New product detail pages to better highlight product features, benefits, and cross-sell/upsell opportunities, including FAQs and spec sheets
- ✓ Enhanced navigation structure for improved customer experience
- ✓ Buildout of sections:
  - About, History, Team, Career & Culture
  - News, Community, and Awards
  - Robust Support and Safety
- ✓ Dynamic Contact Us and Request a Quote forms





# Case Study: Skylift

A step-by-step review of Skylift's SEO strategy and implementation.

## Step 2

### Get a Strategic Blueprint for Your Website

After the research and strategy phase, here's the blueprint we built for Skylift's SEO strategy.

## Back End and Technical Fixes

- ✓ Fix potential SSL issue
- ✓ Remove NANCH from all meta descriptions
- ✓ Fix missing and duplicate meta descriptions
- ✓ Fix duplicate title tags
- ✓ Fix incorrect redirect
- ✓ Change temporary redirects to permanent redirects
- ✓ Reduce image files sizes
- ✓ Add missing alt tags
- ✓ Marry blog subdomain and top-level domain
- ✓ Fix slow site speed

## Keyword Strategy

- ✓ Prioritize all web pages by the level of impact on organic search and business importance.
- ✓ Optimize keywords on all existing web pages
- ✓ Create a content calendar
- ✓ Write new content
- ✓ Regular review and revision of keyword list

## Link Strategy

- ✓ Disavow incoming spam links
- ✓ Regain any incoming broken links
- ✓ Add information and links within relevant third-party listing sites
- ✓ Build and engage in detailed link-earning strategies (Ex: build blog links, guest posting, etc.)



# Case Study: Skylift

A step-by-step review of Skylift's SEO strategy and implementation.

## Step 3

### Scalable Lead Generation Website

Built using the latest technologies

## Deliverable

SyncShow delivered a beautiful, functional, and user-friendly website that reflects Skylift's value proposition and competitive edge. The enhanced and expanded product information has been very well received by customers and dealers. The website also does a better job qualifying leads, saving countless hours for both the Skylift sales/customer service team and distributors.

## Review

Overall, the new site is seeing more engaged traffic and qualified leads from powerful keyword searches.

## Enhancements

Now that the new site has been up for a year, **we're adding more features**, like a video portal where viewers can learn how to operate some of Skylift's products.

- These videos will be a training tool for Skylift's distributors and customers. Previously, distributors would have to do in-person demos with customers. This self-service option will ensure that operators are aware of safety best practices on machines and that machines are properly cared for and maintained to last and require less maintenance.

This is just another strategy for elevating the user experience, assisting distributors in selling Skylift's products, and enhancing the site's SEO.

## Long-term Performance

In addition to more updates and enhancements, we'll keep an eye on keyword performance, technical performance, and other elements that might affect SEO.

As we've said, SEO is an ongoing need, not a one-and-done project. We like to think of a website as a company's digital front door.

## Quick SEO Questionnaire

- Can your customers find your digital front door easily, or are they finding your competitors' front door first?
- When they find your digital front door, do they feel welcomed and engaged or confused and annoyed?
- Can they find the information they are looking for, or are they leaving before they do?

Too many marketing leaders take the answers to these questions for granted. *Find out and do something about it!*

With solid SEO practices, your website will stand out from the crowd and attract, engage, and convert visitors better than your competitors.

You don't have to be an SEO expert to get the job done. Multiple B2B companies have relied on SyncShow to solve their most complex marketing needs, including SEO. With many years of experience, our team knows how to optimize your website for brand awareness, website traffic, customer experience, and conversions.

[Contact us to discuss how partnering with SyncShow can enhance your digital front door.](#)