

# Search Engine Optimisation



**Adaptive Strategies are the Weapon of Choice  
in Today's Search Engine Battle**

*Arm Your Team with a Competitive Edge  
to Outrank Your Competition*

Our plan of attack when it comes to **Search Engine Optimisation (SEO)** is simple: adapt to the current digital environment. Major search engines – like Google for instance – have time and time again changed the playing field in order to improve user experience. And if you expect to remain competitive, you have no choice but to learn the new rules and accurately enhance your strategies. Adopting an adaptive mindset and deploying innovative SEO strategies are the only way you stand a chance at dominating the coveted top spot on any search engine results page.

**WSI's SEO methodology involves accuracy, timeliness and a steady ear-to-the-ground principle to ensure we employ only the best and latest industry practices. Tactics, which are designed to evolve alongside Google's rapidly progressing algorithm, include a proven formula:**

- ▶ **All-Inclusive Research:**
  - Keyword & competitive analysis
  - Current web property analysis
  - Develop key buyer personas
- ▶ **Technical SEO Fundamentals:**
  - Perform basic on-page SEO basics
  - Establish information architecture
  - Execute responsive design
- ▶ **An Optimised Content Marketing Plan:**
  - Establish key topics, themes, long-tail keyword phrases
  - Design content calendar
- ▶ **Social Syndication:**
  - Launch social media campaigns
  - Broadcast content and 'go viral'
  - Engage with customers and hot prospects
- ▶ **Web Analytics:**
  - Dissect campaign metrics
  - Uncover successes and challenges
  - Adapt to improve

**Search engine optimisation is your most valuable and indispensable digital marketing asset because it has the capacity to:**

- Significantly boost your organic rankings
- Drastically improve overall user experience
- Connect customers to your brand
- Enhance your brand reputation
- Enrich your digital foot print
- Perform within an affordable budget
- Generate incredible returns on investment
- Reveal key metrics to focus on
- Evolve alongside the digital world

Fire up your search engine optimisation strategy to compete in the digital space.

For more information on how to leverage WSI's state-of-the-art SEO methodologies today, contact our team now!



**Search Engine Optimisation is just one of the many ways  
WSI can help you reach your business goals.**

**We specialise in various digital marketing solutions including:**

- ▶ **Social Media Marketing**
- ▶ **Content Marketing**
- ▶ **Social Selling**
- ▶ **Pay Per Click**
- ▶ **Web Analytics**
- ▶ **Email Marketing**
- ▶ **Display Advertising**
- ▶ **Mobile Marketing**
- ▶ **Landing Page Optimisation**
- ▶ **Video Marketing**
- ▶ **Responsive Web Design**
- ▶ **Social Community Platform**

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Contact us today so you can experience how we take digital marketing to the next level.

