

Search Engine Optimisation (SEO) Information Sheet

What Is SEO?

Search Engine Optimisation (SEO) is the practice of improving a website's visibility and ranking in search engine results pages (SERPs).

It is an essential part of your digital marketing as it helps potential customers find your website when searching for products or services related to your business.

SEO encases **ongoing improvements** to your:

- Overall online presence - socials, external business listings, news, etc.
- Google Business Profile
- Website user experience (UX)
- Website code and structure
- Website content

SEO vs Pay-Per-Click (PPC)?

SEO and PPC advertising are two of the most popular strategies used to increase online visibility and drive traffic to a website. While PPC can provide quick results, SEO has several key strengths that make it a powerful tool for **long-term success**.

One of the primary strengths of SEO is its ability to generate organic traffic. Unlike PPC, which relies on paid advertising, SEO focuses on optimising a website's content and structure to rank higher in SERPs naturally.

By creating high-quality, informative content and optimising it for specific keywords and phrases, businesses can attract a steady stream of relevant traffic to their site **without having to pay for each click**.

The Truth About SEO: Separating Myths from Reality

SEO has been around for decades, but it still has a bad reputation in some circles. Here are some of the most common myths and misconceptions about SEO, and the reality behind them:

Myth: Anyone can do SEO.

Reality: SEO requires a unique blend of technical expertise, strategic thinking, and creative content development as well as an understanding of HTML, CSS, and JavaScript. Some businesses may not have the necessary skills or resources to implement SEO effectively.

Myth: AI is better and Cheaper.

Reality: SEO is a competitive field where businesses compete for limited positions. While AI can assist in analyzing data and suggesting improvements, it has limitations compared to human specialists who possess strategic thinking, creativity, and adaptability which is why human specialists have an easy time adapting their strategy to beat an AI's "best practice" generic approach.

Myth: SEO is irrelevant.

Reality: Search engines are still the primary way that people discover and research products and services online. SEO is more important than ever, as the competition for online visibility continues to grow.

Myth: SEO is too expensive.

Reality: While SEO can require an investment, it can also provide a high return on investment (ROI) by improving your online visibility, driving traffic and leads, and increasing conversions. A good SEO provider should be able to provide a clear breakdown of costs and expected results.

Despite these challenges, SEO offers numerous benefits for businesses of all sizes:

- Improved online visibility and brand awareness
- Increased traffic and leads from search engines
- Higher quality leads and conversions
- Improved user experience and engagement
- Competitive advantage over other businesses in your industry

At **5 Twelve**, we understand the challenges and misconceptions surrounding SEO, but we also know the benefits it can bring to your business.

Case Studies

Case Study 1 - The Power of Content



A small dental practice saw a huge snowball effect after the release of a blog “How Much Does Invisalign Cost?”. Investing \$1K per month on SEO, this client saw a huge boost in their entire organic performance - starting 2021 with 300-400 organic clicks to 2023 with over 4K! This blog helped search engines recognise their authority in the industry which led to higher rankings across the board as well as a featured snippet with this blog. The conversion rate remained high even with huge growth in traffic.

Case Study 2 - From 0 to Hero



This electric bike hire company started fresh in December 2021. Despite a tight budget for website creation and SEO, we quickly helped them establish an online presence by the Easter school holidays and have only seen growth from then. Their industry is quite niche but there were tons of competitors in their area that we were able to beat out quickly using an easy, online booking system with original imagery, content, and blog topics pulling in top-of-the-funnel audiences into conversions.

Case Study 3 - From Stagnant to Growth



This local funeral director saw some really great success in 2020, but this success ran stagnant for a long time. They seemed to be ranking in top positions across a handful of high-volume terms, but the traffic reaching their website wasn't all enquiring. Their SEO focused on building out their authority on broader keywords whilst bolstering the user experience (UX) and E.E.A.T. (expertise, experience, authority and trust) elements on the website to drive more calls and enquiries.

Case Study 4 - Too Much Organic Growth For PPC



A local arborist first dipped their toes in Google Ads + SEO when they kick-started their digital marketing journey at the start of 2021, but soon found their organic performance was providing enough work to no longer spend thousands of dollars on paid advertising every month! Their organic performance continues to grow with regular optimisations and content refreshes/uploads.