

# Steps to Effective SEO Strategy



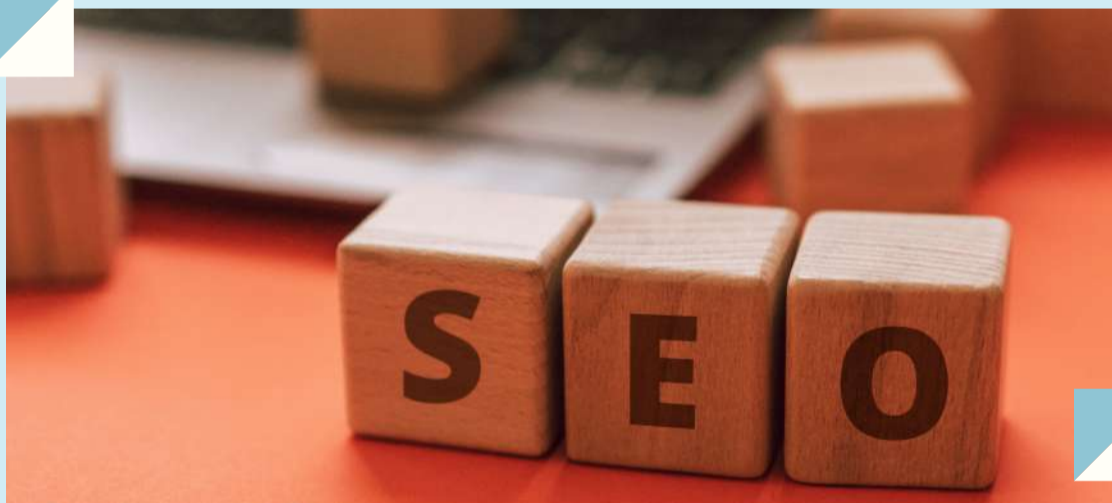
A good SEO strategy helps in answering questions such as:

- What is your website's current SEO health?
- What are your SEO goals?
- How will you achieve these goals?



**Here are steps to formulate an effective SEO strategy:**

- Benchmark your SEO performance across organic visibility, keyword ranking, & branded vs. non-branded traffic.
- Analyze your competitor's performance against the keywords that you are targeting.



- Set & document your SEO goals & KPIs that will demonstrate your progress towards the goals.
- Define your primary keywords, long tail keywords, & cluster content.
- Focus on different SEO aspects such as Technical SEO, Local SEO, Backlinks, etc.



[www.organicseoatlanta.com](http://www.organicseoatlanta.com)

Centex Technologies

1201 Peachtree ST NE,  
Atlanta, GA 30361

Phone: (404) 994 - 5074

