



ZEISS Digital How To Guide

How to boost our website's search ranking with organic SEO

Pay-per-click (PPC) advertising, is one of the ways you can pay to boost your website's search ranking, but there are several simple steps you can take to boost your website's search ranking when you aren't investing in online advertising or if you are working with a tight budget.

With organic (unpaid) search engine optimization, people browsing the internet are able to more easily find your website when searching for related key words or phrases, e.g. optician in Peckham. The more your website appears on search engine results pages, the more likely you will receive visits to your webpage.

However, competition is fierce. Your business has to stand out from the crowd. By ranking on the first page of a search engine's results pages, you improve perceptions of your business as a good match for finding the service or product the user is searching for.

Essentially, SEO is all about making your website stand out against your competitors. You want to be at the front of the queue in terms of Google search results, so SEO is all about helping search engines understand your content, to enable users find your site. Here are some great ways that you can get started with SEO:

1. Understand what your patients will be searching for.

Spend time finding the types of words and phrases your potential new patients use when looking for an optician online. You can use the Google Keyword Planner to find out which keywords are searched most often and the level of competition for your website to appear in the rankings when that keyword is searched.

It is important that you attract the right audience by using keywords. Keywords are key to a strong SEO strategy and will help you to target people who are searching for the products and services that you sell. However, it is important that you use a variety of relevant keywords for your specific industry, as this will help you become more visible on Google. You will need to work out what your business keywords are and if you are already ranking for them. This can be found at your Google Business Profile in the "insights" tab, under the heading "Searches", which will show phrases that people are using to find your business. Using Google Keywords Planner is an effective starting point for identifying what your keywords should be. You can also see how often words are searched for and how search trends have changed over time.

2. Consider localised searching.

Google considers a user's location when they are searching for content online. To improve your websites ranking for those searching for relevant terms in your local area, set up a Google My Business Page.

Check out our Google My Business How To Guide to help you create a page for your business.



3. Analyse your backlinks

One way that you can influence your authority on search engines, and increase the likelihood of your website being seen, is by providing backlinks. Backlinks are the total number of links pointing to your website¹. Search engines prioritize and push content to users that is likely to be valuable and relevant. Backlinks help to establish your website as a valuable information source to potential customers.

You can check your backlinks using the Backlink Analytics tool from Semrush (<https://www.semrush.com/analytics/backlinks>). Start by entering your business domain and clicking "Analyse". Now you will see a dashboard with some key metrics, here's what they mean:

Authority Score: A metric that estimates how easy it is for your site to rank, based on backlinks and other factors; the higher the score, the easier it is for our site to rank.

Referring Domains: The number of websites with at least one link pointing to your website.

4. Optimise your webpage content with keywords

You can improve the search ranking of particular webpages by ensuring they include the keywords you have identified as part of your keyword research. By including a number of your keywords as often as possible on your webpages, you increase the likelihood of that page appearing in search engine results.

However, you should avoid keyword stuffing. Do not include your keywords in places where it does not make sense as this can negatively impact your search engine ranking.

5. Optimise your webpage content with keywords

Once you have identified an effective keyword strategy, you can begin to plan your web page content. Make sure that your page content is relevant to your business, as this will help with your SEO strategy. Here are a few tips to optimise your webpage content for SEO:

- Include your primary keyword naturally within text and try not to overuse this too much. For example, "optician" might be a primary key word that you have chosen, this should be displayed in your webpage title and within your practice information, but you should avoid overusing the word into every sentence. Google will identify this as keyword spam and this will negatively effect your SEO.
- You can also choose secondary keywords to compliment the primary keyword. For example, the primary keyword may be "optician", but you might choose to add "ZEISS optician" as a secondary keyword. This will increase the likelihood that specific searches for ZEISS lenses are driven to your site.

1. https://www.semrush.com/blog/seo-strategy/?kw=&cmp=UK_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=683809892374&kwid=d-sa-2263819780519&cmpid=18352326857&agpid=153751698622&BU=Core&extid=121457863587&adpos=&gad_source=1&gclid=Cj0KQAw6yuhBDrARisACf94RUDiZafiakEjFFk_fx700UNuz71M2LPlxGGQia8lPjyDC_RQQLih9uMaAtWJEALw_wcB



- Including at least one piece of “rich” content is a great way to optimise your SEO. This could be a relevant image of your practice, a video showing your practice and the products that you offer, or an infographic. Anything that helps you stand out is beneficial, as search engines recognise this as valuable content for your potential patients.
- Keep your content fresh and exciting. Refreshing your web content is a great way of optimising your SEO and keeping customers up-to-date with your business, product offerings and any information that you might have to share. Make sure that you remove old content before replacing it, as duplicate content can harm your search rankings within the search engine.

6. Edit your website’s HTML

If you’ve done all of the above, when updating your websites written content, you may want to make changes to your HTML, mainly in your H1 and H2 title tags.

H1 tags are the main titles, usually large or in bold on a website. H2 tags are sub-titles. Search engines will take into account the words in these titles when listing relevant pages in search engine results. Make sure your keywords feature in your H1 and H2 titles to increase your likelihood of appearing on a search engine results page for related searches.

If you want to, you can also update meta descriptions and URLs to include relevant keywords, increasing the likelihood of your webpage appearing in the search results.