

# HOW SEO & CONTENT STRATEGY WORK TOGETHER TO CREATE ENGAGING WEBSITES

## THE GOAL

## THE WEB MARKETING CYCLE

Focused Expertise  
Observation  
Writing  
SEO  
Qualified Traffic  
Site Conversions  
Lead Nurturing  
Expertise-Based Sales

## CONTENT STRATEGY

A plan for regularly adding unique, expert, and indexable content to your site.

- regularly
- unique and expert
- indexable
- your site

## SEO

Prerequisite: Content Strategy

SEO 101

Thesis Statement

Title Tag

URL

H1

How long does this take to work?

How do I know it's working?

Google Analytics Keyword Report

Site Test

## WHAT NOW?