



## MODULE 2

# 5 Steps to Managing Your SEO

"As long as you are focusing on optimal user experience while performing methodic SEO strategies, you will be rewarded with higher positioning and organic traffic."

Joshua Guerra, CEO of marketing firm [BIZCOR](#)





## Module 2

- Introduction
- Step 1
- Step 2
- Step 3
- Step 4 & Step 5
- Self-check: **SEO Application**
- Reading: **Evolving SEO**
- Competency Assessment 1 | **Using SEO**

# Introduction



The devil is in the details- a common statement that applies to the importance of managing your Search Engine Optimization (SEO) program. Whether you are managing your personal or professional website or helping someone else, SEO is about the details.

I recommend that you create a disciplined timeline to incorporate SEO time into your brand. Building organic SEO is like writing a book- you begin with a premise, develop an outline, and then start filling in the details. The result is a completed product that will have updates and rewrites well into the future.

Successful SEO begins with a passion to conquer the unforeseen, a desire to be better, and a competitive spirit that strives consistently to be on the first page of Google search results. This takes time, patience, and hard work, much like the development of anything worth value.

Many businesses think they can buy their way to the top of search engine results through Pay-Per-Click advertising campaigns. Lets' be clear: there is no quick or easy way to reach SEO success. Although a PPC campaign can certainly give your business a quick uptick and proper use of PPC plays a vital role in digital market-ing, but the origin of successful SEO comes from the development of strong organic results and THEN adding a conservative PPC campaign to support the organic framework.

In this Module you will learn the steps for setting up successful organic SEO, much of which has already been started earlier in the course, and how the integration of social media enhances your results.