



A GUIDE TO DIGITAL MARKETING

DETERMINE YOUR NEEDS THROUGH THE **TOURISM DIGITAL ADOPTION PROGRAM**

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SEARCH ENGINE OPTIMIZATION & SEARCH ENGINE MARKETING

Even if you had the most visually appealing and user-friendly website on the internet, it would only be useful if it could be found. Your website's success is dependent on your presence and visibility through digital marketing campaigns such as SEO.

Search Engine Optimization involves creating and optimizing content on your website to improve your search engine rankings. These rankings are often referred to as "natural", "organic", or "earned" results. There are three types of SEO, On-Page, Off-Page and Technical:

On-Page SEO

On-page SEO refers to efforts made directly to the page you're trying to optimize, such as improving its content or adding keywords. A lot of the effort within "On-page SEO" is focused on keywords.

KEYWORDS

No one knows your business better than you do. Before you think about any marketing effort online, consider ideas on what keywords a prospective customer would use to find your business online. They will help outline your web design and marketing strategy.

Off-Page SEO

Off-page SEO refers to efforts made on other webpages outside of your own site. These incoming links help your page to rank, such as with backlinking from other websites, listings, social promotion and reviews. A perfect example of off-page SEO is keeping your listing with www.novascotia.com up to date.

Technical SEO

Technical SEO refers to efforts involving your website's technical efficiency when it is being reviewed by search engines. The complexity of how your site is built can have an impact on how it is recognized by Search engines. For example, your website structure should not be too complicated with overly fancy graphics and effects and the images on your site should be the right size so your site launches faster.

If you currently rank low for your website in browser search, consider applying for TDAP Search Engine Optimization (SEO) services either with or without Website Design and Development services.