

PLAYBOOK

SEO

**juqdi** THE  
BUSINESS  
AGENCY

# SEO: Demystifying its importance in creating digital products

- What is SEO and why do I need to think about it?
- Creating optimized products

Technology: Way beyond loading speed

Content: "Are we using the keyword in the right way?"

Continuous discovery - Increasing accuracy of digital product reach

- How does SEO fit into a marketing strategy?

SEO: Is it possible to contribute and reduce spending on media ads?

Inbound Marketing - beyond content production

Public relations and the construction of external relevance

Therefore...

**In the last decade, investing in digital marketing has become an obligation for companies that aim to increase their share and market value, as it is possible to create strategies that are more effective for the audience we want to reach.**

In addition to this investment, only a few of these companies direct a percentage of their budget towards technological innovation or the creation of effective digital products for this audience. This is because what a digital product is and how it can add value to the user's daily life is not always clear to the marketing market.

The market has the same behavior when we talk about the goals and specializations that some areas have in the digital marketing sector,

in which SEO and content marketing are two of the most outstanding.

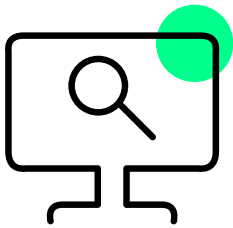
Generally known for "ensuring that a website is in the top position of Google", the SEO area, which constantly updates itself to be one step ahead of new technologies and trends in the digital market, has difficulties to show these people the increase in traffic and positioning of a website are consequences of the union of the best practices in the area with the understanding of the personas, competitors and the sector



as a whole.

Therefore, in order to demystify it and really understand its potential for the construction of new digital products, we will bring a new purpose and

vision to the area, showing the feasibility of the professionals' expertise from planning to launch to the market, as well as the recurrence of strategies for constant product evolution.



## What is **SEO** and why

## do I need to think about it?

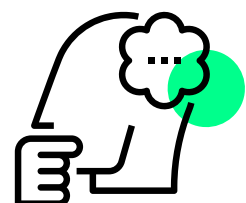
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You have probably talked to a professional in the field, read about it in an article, or researched the professional's roles and goals in a project. Now, by doing a little exercise, would you know what the purpose of SEO is in creating a digital product? If your answer was "to improve the position of a website or keyword within the search engine", perhaps your view on the objectives of the area and everything that its market includes is a little old. **Don't worry, this is not a problem (yet)!**

However, if SEO is responsible for improving a website's position in search results, how can your answer be wrong? Easy. The SEO professional's actual objective is to identify opportunities that

increase the visibility and authority of the product (in search engines), generating value and attracting new business for the company, answering the user's doubts in a complete and objective way and acting in different stages of its journey.

In other words, we can define SEO as **the area that is concerned with expanding the organic presence of a brand** to bring it closer to its consumer through the analysis of its search intentions, whether in the moment of discovery, consideration or decision making, by using the best practices of technology, content and user experience to gain authority and expand its position in organic searches as a result of the intelligence applied.



# Creating optimized products

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The development of a digital product starts in the same way as for all areas involved in the project, by understanding the problem that need to be solved.

**To understand it, we must ask ourselves:** “which group of people has this problem?“, “Why does it

exist?“, “How would my solution/product solve the consumer problem today?“

Through the discovery process, we analyze quantitative and qualitative data before looking for a possible solution, generating a greater basis for guiding the team.

**For SEO, this step or research is based on three main pillars that directly impact the organic positioning of a website, which are:**

## 1 TECHNOLOGY

One that includes structural analysis and the programming language used for the development of the product, looking for impediments that prevent the indexing of pages within the search engines;

## 2 CONTENT

Analysis of the intentions and search behaviors of the personas, understanding how they can be worked within the contents, as well as a better understanding of the sector and the organic scope that the product (whether new or existing) will have as an opportunity to increase its reach;

## 3 USER EXPERIENCE

Design of pages for content layout, mobile first / friendly view, as well as loading speed, since the user experience is one of the factors that most penalize non-optimized sites within organic searches.

**Thus, even before the first product development stage, the purpose of the area is to use the algorithm intelligence of each search engine to add value to the work that will be performed by all team members.**







## TECHNOLOGY

### Way beyond loading speed

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Unlike the common sense of many technology and marketing teams, SEO strategies must be thought out even before digital product development begins.

ReactJs is an example. Websites developed based on the intelligence of **JavaScripts** with the intention of optimizing the developers' time and that are flexible to add new modules may have the best loading speed with incredible contents that respond exactly to what the user wants, but will not appear in organic results if they are not configured correctly because of the search engine deficiency in interpreting the language and rendering the information at the client level.

In addition to the programming language, we can contribute to the first

configuration of the servers that will store the digital product, whether in cloud or not, since these adjustments affect the user experience. Enabling compressions, decreasing **TTFB** (time to first byte), caching and permanent redirects are some of the points with which professionals in the area are able to assist the team responsible for the acquisition/ configuration.

In front-end, we work closer to the technology team, either through guidance to reduce the negative impacts of loading speed (rendering optimization and code setup), **TTI** (Time to interact) and **FID** (First input delay), **Largest and First Contentful Paint** (LCP & FCP), in addition to eliminating **4xx** and/ or **5xx** errors.

## CONTENT

### “Are we using the keyword in the right way?”

Is studying keywords and mentioning how many times they should appear in the content the only way for SEO to contribute to the communication strategy and content construction of a digital product?

For many professionals, it is. This is because there are limiting factors in the market to understand the full extent of the knowledge that the SEO needs to have to identify opportunities to increase the authority of a brand so



that it can communicate effectively, but also humanly, with its target audience, by answering the right questions.

**Identifying the best keywords** and their respective semantic fields to increase reach and position a website, for example, is one of the main activities of the area in conjunction with copywriters. However, more than selecting them, we were able to search for new content formats to respond to such users, whether through vi-

deo scripts for YouTube, podcasts or content focused on voice search, for example.

**In addition, they are responsible for looking at the development of the content in a more humane - and less robotic - way, guiding the functioning of the algorithms to the copywriters and marketing team and leveraging the strength that the domain can gain within the searches, since the position of a keyword is a consequence of the strategy used, not the purpose.**

## CONTINUOUS DISCOVERY

### Increasing accuracy of digital product reach

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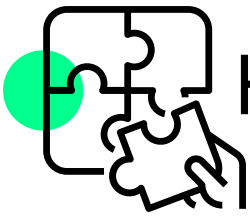
According to the same **Kaizen** principle, the process of continuous discovery from the point of view of the SEO area ensures that the team works with the evolution of the implemented actions, as well as identifies opportunities to increase the exposure of the digital product within the searches, through either market analysis or metrics that confirm their hypotheses.

**In all strategic SEO planning, it is common for the implemented optimizations to be constantly analyzed,** since we base the successful KPIs of the action on what was proposed. According to the results that can be achieved in the medium and long term **depending on what was prio-**

**ritized,** it is necessary that the professional base their actions of evolution or opportunity on metrics of success that guide the new planning by using the impact that their suggestions had on the business, not only in increasing traffic, as a principle.

**Thus, the popular expression "If it ain't broke, don't fix it" can and should be dismissed by SEO professionals.** A website that is not updated to offer the best content to its users for fear of losing organic positioning have no reason to continue having positive results. That is, even if a certain keyword is well positioned, it does not mean that there are no opportunities to improve what is already good.





## How does **SEO** fit into a marketing strategy?

We have all gone through **war rooms** to create a tactical plan focused on increasing the visibility of a product or brand in its region, whether creating new campaigns, ways to communicate with the audience, new products or improving the product that already exists. To this end, it is common sense that we need to combine the expertise of several areas to achieve the goal, right?

In times when being one step ahead of your competitor is no longer

a differentiator, it is a necessity, finding opportunities that deviate from disclosure standards, building purpose of a product or strategic line must go beyond the traditional model of reasoning.

**How does SEO fit into my marketing strategy?** As comprehensive as the questioning is, we can only answer it when we understand the purposes and objectives of the product for the brand's business.

## **SEO:** Is it possible to contribute and reduce spending on media ads?

Digital media is one of the sectors that, in addition to being the most competitive in the market, operates millions of reais daily to promote services, brands and products to its potential consumers. However, for a campaign to have good results, every professional must pay attention to details, avoiding uncontrollable expenses that bring down its performance.

By specifically analyzing the quality index of a campaign, we understand that for a keyword to have the best possible performance (low ppc and greater exposure) criteria such as

user experience, content quality and loading speed can have a positive or negative impact in cost.

We can say that the same criteria used in a campaign quality index apply to evolve the positioning of these keywords in organic searches. Why not to think about SEM strategies to improve the performance of digital media and SEO by decreasing campaign costs and increasing the positioning of the website?

Using the common interests of both areas, as well as increasing the overall ROI of a digital product,



ensures that the user who accesses a particular page, regardless of the destination channel, has access to the information they want. This is possible from the SEO optimizations

together with the product team to build lightweight pages with great navigation and content that respond to the user's interests.

## INBOUND MARKETING:

### beyond content production

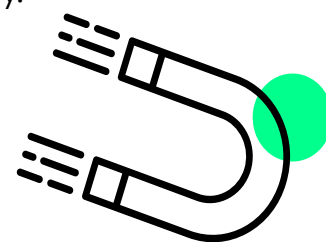
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Strategy used by thousands of companies to increase their presence at all stages of the consumer purchase and post-purchase journey, inbound marketing aims to explore the production of optimized content that attracts consumers, whether through social media or organic search engines, in addition to working for the closest relationship with each user from the moment that customer loyalty is obtained.

Using it in conjunction with a dissemination plan or aiming to increase its reach in unrepresentative territories enables the performance of SEO professionals in the search for the communication of all authority and expertise that the brand has for its potential consumers, since doubts

and needs will be translated into complete and in-depth content on the topic.

However, in this case, it is important that a large part of the efforts of these professionals be foreseen during product creation planning together with the content and CRM areas, as we need to understand the content formats that are suitable for use, doubts and opportunities for agendas that can be deepened, as well as copywriting techniques and tone of voice to be used, in addition to loyalty.



## Public relations and the construction of external relevance

For many SEO professionals, building relevance and external authority is one of the main pillars that increase the notoriety of a new product at the time of disclosure.

Together with the public relations team we use strategies to disseminate content related to the product that will be launched **or already existing product** within partner sites



belonging to the same sector, since increasing the authority of a domain also requires external properties to be mentioned through links to facilitate it to be found in organic searches.

Thus, in addition to the dissemination process on portals and websites that increase the visibility of the product, we guarantee that the digital product competes for the best organic placements of the keywords with the greatest potential for success for its goal, together with the construction

## Therefore...

It is important that the marketing market recognizes that the intelligence of SEO professionals contributes to the creation of new digital products and optimization of existing products.

To assist in the success of the strategy, the area can contribute with its knowledge through integration with the areas of technology, content and media, increasing its scope in profit

of content based on search intentions of the target audience and good technology practices.

**Finally, we saw that the actions and responsibilities of SEO professionals can and must go beyond the creation of a digital product, as their knowledge also builds ways to guide their purpose or get the product accepted together with areas beyond technology and the entire marketing plan.**

sharing, since the SEO professional uses their knowledge to enrich the work of others team members.

**Now that we know that SEO goes far beyond the top position in search engines, are you ready to help us change how the area is seen and identify new opportunities for your digital product?**



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