

## Reasons for SEO

1

Update website look

2

Achieve better navigation

3

Increase website traffic

4

Enhance online competitiveness

5

Build brand awareness

6

Increase user engagement

7

Increase sales & revenue

## SEO Steps

Redesign a site

1

Research keywords and rankings

2

Identify important landing pages

3

Set up for a great site structure

4

Check who's already linking to you

5

Keep doing SEO continuously

Ranking rises