

Sydney Digital Marketing Agency that Provides Affordable SEO Packages Is Offering Free SEO Audit

August 17, 2021

Chatswood, NSW - August 17, 2021 - PRESSADVANTAGE -

E-Web Marketing, a digital marketing agency based in Chatswood, NSW, Australia, that provides affordable SEO packages for Sydney businesses, is happy to announce that they are offering a free SEO audit. An SEO audit is essential because it ensures that a business' SEO strategy is up to date. The field of SEO is constantly evolving, which is why businesses need to keep up. There are a number of reasons why an SEO audit of a website has to be done. These include: changes in webmaster's guidelines; changes in the algorithms of search engines; the need to make sure that titles and meta data are appropriate; and the need to refresh outdated content.

This digital marketing agency has been providing search engine optimisation (SEO) services for more than 15 years, and they have regularly evolved to remain relevant in this particular niche. Sam Shetty, CEO of E-Web Marketing, says, "SEO itself is a complex process that involves many areas of work and different skillsets to do effectively. At E-Web Marketing, we pride ourselves on our SEO and have built an SEO offering that is "holistic", catering both for search engines and user experience."

There are four phases of SEO that each of the clients of E-Web Marketing need to go through during the course of their campaign. These are actually intended to be performed sequentially, but flexible SEO will just need to focus around these four areas, building up the business' web asset over time to create a solid foundation. These are: technical SEO, website content targeting, content marketing, and outreach. Meanwhile, a recent press release for the company, which can be accessed at https://www.pressadvantage.com/i_organization/e-web-marketing, shows how their SEO packages are helping clients create a stronger web presence.

Technical on-page SEO is mainly concerned with ensuring that the website is efficiently crawled, indexed, and then ranked by search engines. This is a vital area that needs to be done correctly because no amount of effort in the other SEO areas will have a significant impact if the technical aspects of the site are not handled

appropriately. Technical SEO includes a number of components, such as: robots.txt optimisation; meta robots optimisation; sitemap optimisation; canonicalization; crawl space / cache shaping; redirections (301 & 302); link reclamation; HTTPS optimisation; AMP (accelerated mobile page); and rich snippets.

Website content targeting, which is also known as 'information architecture,' 'site architecture,' or 'intent based targeting,' is the process of thoroughly understanding how the keywords that people use to search for information, products, and services are related to the business' niche, and then mapping and grouping these keywords by intent. These keywords are then mapped into a site architecture that is focused on the search intent of the business' audience. This is an ongoing complex process that will also need some participation from the client so that the SEO agency will really understand their product space. This process could take weeks or even months, depending on the complexity of the site and how far it is from being well-optimised.

Content marketing has to do with the creation of free content that the business' target audience will find helpful. This content can be anything, whether it is entertaining, inspiring, or informative. The purpose is to drive more brand awareness and guide users down the funnel towards conversion into customers.

The outreach methods used by E-Web Marketing are ensured to be white-hat, which means that their techniques are carefully done to ensure that they are in compliance with Google's Webmaster Guidelines. This will significantly reduce the risk of the website getting penalised by Google. E-Web Marketing has established outreach programs to expose the client's brand to gain more attention online by reaching out to relevant thought-leaders, bloggers, and news agencies through press-releases and other methods.

Those who would like to know more about Sydney SEO packages, E-Web Marketing can check out their website, or contact them on the phone or through email. They are open from 9:00 am to 5:30 pm, from Monday to Friday.

###

For more information about E-Web Marketing, contact the company here: E-Web Marketing Sam Shetty 1300 785 122 press@ewebmarketing.com.au Suite 701, South Tower, 1 Railway St, Chatswood NSW 2067

E-Web Marketing

Holistic digital marketing agency located in Sydney, Australia. Since 1998 E-Web Marketing has been helping Australian businesses grow with innovative online marketing strategies.

Website: <https://ewebmarketing.com.au/>

Email: press@ewebmarketing.com.au

Phone: 1300 785 122

