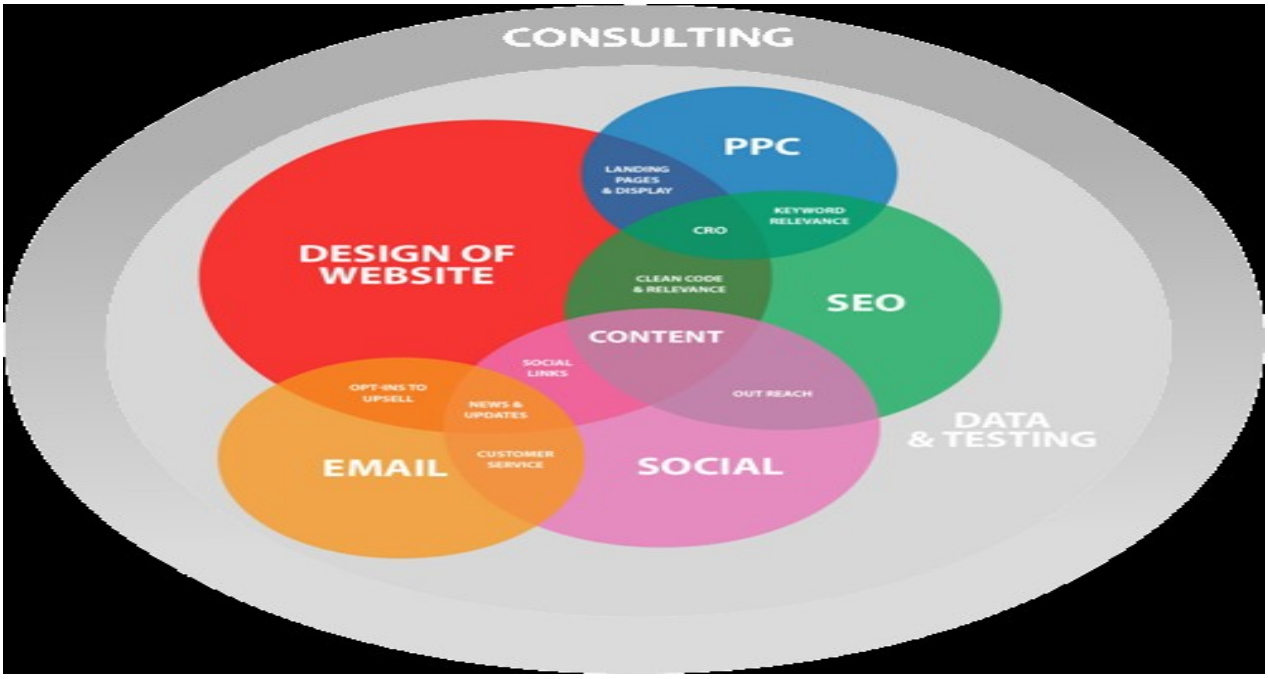


Digital Marketing Agency Offers SEO Packages Focusing on Four Areas

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E-Web Marketing, a Sydney SEO agency, that offers search engine optimization (SEO) packages for various kinds of businesses, wants to emphasize that their SEO efforts are focused on four different areas. These areas are technical SEO, website content targeting, content marketing, and outreach. This means that they have digital experts specialising in each particular area. As the SEO campaign moves forward, certain skill sets become more relevant depending on the current needs of the client. Basically, each campaign will go through each of these four areas, although not necessarily in a sequential manner.

Technical on-page SEO is mainly concerned with ensuring that the client?s website is efficiently crawled, and then indexed and ranked by the search engines. This is a vital component of the SEO process because all of the other SEO efforts will just be wasted if the technical component of the website is not addressed. Technical SEO includes rich snippets, accelerated mobile page (AMP), HTTPS optimisation, link reclamation, redirections, crawl space / cache shaping, canonicalization, sitemap optimisation, meta robots optimisation, and robots.txt optimisation.

With regards to website content targeting, E-Web Marketing CEO Sam Shetty explains, ?This is also known as ?site architecture?, ?information architecture?, or ?intent based targeting.? This particular SEO phase is the process of deeply understanding the keywords that users in your target audience use to search for products, services and information relevant to your niche, then mapping and grouping these keywords by intent, and then mapping that into a site architecture which caters for the search intent of your audience.? This is actually a complicated and an ongoing process that also includes some input from the client to better understand their product space and create new and/or consolidated pages on the site as needed. This is why they always provide a free SEO audit before they start in order to really understand the client and their specific requirements.

The third area of focus is content marketing, which is quite well-known when it comes to digital marketing or online marketing. Website content is what site visitors are looking for. Thus, it is important to create free content that the target audience will find helpful. This content can be informative, inspiring, or entertaining, and its goal is to increase brand awareness and direct site users through the marketing funnel towards conversion. For this phase, E-Web Marketing will effectively integrate their team members with that of the client, ensuring that any gaps found are filled with good content for the targeted audience. All of these content marketing efforts are geared towards improving the bottom line.

The outreach phase has to do with inbound linking. This is a vital part of Google?s organic algorithm and it is also an area where many SEO companies perform low quality or unethical work that is frowned upon by the search engines. E-Web Marketing ensures that they will take a white-hat approach, which means their outreach methods are in compliance with Google?s Webmaster Guidelines. This significantly reduces the chances of the website ever getting penalised by Google. Meanwhile, E-Web Marketing has developed outreach programs that speed up the results from the other SEO areas. For instance, these programs aim to expose the client?s brand to get more attention online by reaching out to influential bloggers, news agencies, thought-leaders via press-releases and other methods. It is important to note that their outreach programs are ?over the table,? which means they will reveal any links of placements that have been obtained.

Founded in 1988, E-Web Marketing has evolved into an award-winning company that has provided help to 3,000 global and national organisations to significantly boost their website traffic, conversions, and brand awareness. Their mission is to help businesses increase their digital presence through the use of targeted strategies that allow them to save money.

Those who are interested in the SEO services and other digital marketing services offered by E-Web Marketing can contact them through the telephone or via email. People can also request for a free and

no-obligation SEO audit, as can be seen at ewebmarketing.com.au/seo

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