



SIXFOOT5 DIGITAL

Search Engine Optimisation 2022

WHAT IS SEO?

Search engine optimisation is the process of improving the quality and quantity of organic traffic to a website or a web page from search engines like Google. SEO targets traffic other than direct traffic or paid traffic.

WHY DO SEO?

- Why have a website if potential clients cannot find it based on their searches for specific results?
- Organic search results have far more credibility than paid Ads.
- When users search for something specific, they want to find a credible result as opposed to being shown a random Google Ad.
- A Search Engine Optimized website allows your business to appear in Google searches for specific targeted keywords or search phrases.

WHAT CAN YOU EXPECT?

- A website that is SEO compliant and optimized for specific Google searches that addresses a user's search intent.
- Improve Google rankings for selected and relevant search terms and keyword phrases.
- More clicks to specific pages for specific search terms.
- More Google traffic to your website.
- Increase in enquiries and new business.
- Better brand awareness and increase in trust.
- It is undeniable that proper SEO puts clients at a distinct advantage over those of their competitors.



[LinkedIn](#)



082 853 7193



etienne@sixfoot5.co.za



www.sixfoot5.co.za



[Case Studies](#)



[My Reviews](#)



[My Video](#)





WHAT IS THE PROCESS?

I usually audit your current website to see what needs to be done in terms of optimisation so that search engines like Google can properly crawl and index it. This forms the basis of the SEO strategy to achieve our goals. An SEO audit also indicates to both the client and the SEO practitioner in what state the website is and what remedial steps are necessary to reach our goals.

Should you be in the process of building or planning a new website it is even more important to get an SEO onboard to help you plan your website architecture, file and folder structure and do proper in-depth keyword research to determine the correct topics and search phrases for your web pages. Keyword research is the foundation of SEO.

WHAT DOES IT COST?

I quote on a case-by-case basis as no two websites are the same size or have the same challenges/complexity or impediments for proper crawling and indexing. It would be unfair for a small enterprise to be subjected to the same rates as a large business with thousands of pages for instance.

WHO AM I?

My name is Etienne Beneke, a search engine optimizer of 26 years and I founded my business in 2016. I have a diverse and exciting client portfolio, and I have clients in the following industries:

Telecommunications, Fintech, Gaming, Gambling, Food, Online Retail, eCommerce, Online Payments, Publishing, Manufacturing, Cellular, Artificial Intelligence, Industrial, Software Development, Travel & Tourism, Fintech, Insurance, Automotive, Hospitality, Wine industry, Construction, and medical professionals and specialists plus AI.



