



# Search Engine Optimisation

In a world where there's no question about whether your competitors are online, competition for visibility within online search engine results is at an all-time high. At iMod Digital we live and breathe SEO and use our unique in-house model to determine what makes your business grow. This allows us to truly target the right consumers or clients for your business.



## WHY SEO?

**Search engine optimisation, or SEO, is crucial for the growth of any website in today's online climate.**

Investing in SEO means having your website nurtured for optimal online visibility to your intended audience while adhering to search engine regulations and keeping up to date with changes in algorithms. This includes technical optimisation and website health, on-page SEO, content analysis and strategy, audits, keyword research and more.

Search engine optimisation is an ongoing practice that should be maintained in order to see the full power thereof.

Over the course of more than a decade of assisting companies with their SEO, we have developed our own strategic model which allows us to yield excellent results through a proven process. This model is called DISECT and is an acronym for Discover, Implement, Strategise, Execute, Consolidate, Transcend.

### BENEFITS

- **Increase website traffic** - The practice of SEO is focused on drawing more users to your website.
- **Improve conversion rates** - Increase the number of sales or leads generated by your website.
- **Reach the correct audience** - Be seen by the users searching for your business through content and keyword optimisation.
- **Build authority** - Establish your website as an authority in your specific industry as your website's quality and rankings increase.

## True Partnerships & Amazing Results

