

8.10: The bigger picture

Search engine optimisation can be influenced and enhanced by most other digital marketing campaigns and they should all be approached with this in mind.

SEO and content marketing go hand in hand, since SEO relies on fresh, relevant and popular content and content marketing can be informed by SEO keywords and insights.

For example, search advertising campaigns can provide valuable keyword research, which can then be fed into the SEO strategy. Social media marketing can generate an enormous amount of links to a website. Digital PR aims to generate links too, and these can be optimised for search engines.

User research and web analytics can generate insights into how users find the website, which can inform SEO strategy, and effective SEO techniques can provide insights into user behaviour.

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