

Top 5 Strategies for SEO Growth in 2022



5 Key Strategies.

We can learn a lot about what the future of SEO holds by looking at the past. Although search engines are always evolving, the principles that govern organic success have not changed a whole lot. We're going to dig into **five key strategies** that will help you attract new audiences and convert more customers.

- 1 Put Your Audience First
- 2 Great Content Is Still King
- 3 Use Search Engine Results Page (SERP) Information to Guide You
- 4 Optimize Your Website's Technical Setup
- 5 Rely on Tried and True Practices

1. Put Your Audience First.

Appealing to your existing customer base should be a key priority. Your website is first and foremost designed to work for people - your customers and potential customers. Don't make the mistake of optimizing for search engines first to the detriment of what's useful to customers.

Begin by mapping the most important branded queries and take time to understand where people enter your website and first engage with your brand. Then ask yourself: ***is the experience optimal, and are your current customers finding the content they need?*** Implementing changes based on this exercise reaps multiple benefits, but ultimately can help drive more engagement and overall customer satisfaction. In a real life example, 3Q Digital took this approach for our client eHealth and drove incredible results - [check out that story here](#).

