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# What is a National SEO Campaign

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Your problem: you are located in Small Town, USA and manufacture hand-blown glass vases. You want to sell your product throughout the nation, but your current website just isn't getting you results. In fact, when you try to search for yourself, you realize your website is ranked number 453 – no one is ever going to find you.

Your solution: a national SEO Campaign. A marketing campaign designed to bring your website to the top of search engine rankings throughout the nation is exactly what is needed. Properly implemented, you will see your rankings skyrocket page 1 of Google.

National SEO campaigns are designed to do just that: create visibility and customers for businesses that want to sell on a national, or even global, level. Clearly being easily found for highly relevant keywords by anyone in the United States / North America is what Internet Marketing and Search Engine Optimization is all about. However, being found for the keyword "hand-blown glass vases Peoria" is comparatively easy compared to just "hand-blown glass vases" – harder still for "glass vases" and hardest for "vases".

While many business owners and IT Professionals are familiar with SEO, very few are really proficient or even familiar with the many specialties and sub-specialties needed to generate national and / or global visibility.

A successful national SEO campaign will employ several key strategies and techniques including but not limited to:

- \* **Keyword Research:** The foundation of all Internet Marketing is doing extensive keyword research. Most would be amazed at the findings of keyword research performed for their business. This is because searchers use widely differentiated search techniques and are increasingly getting more and more specific in the keyword phrase combinations. This is because searchers have learned through the years that the search engines provide more targeted results for more specific search phrases. Using sophisticated software, keyword phrases can be identified that are searched in volume and also provide competitive opportunities.

- \* **Content:** The least discussed aspect of SEO, yet the most important. SEO is a long and on-going process because you not only want to get to the top of Google; you want to stay at the top. By consistently providing a steady stream of new, non-duplicate content that is targeted on those very keywords identified in the keyword research phase, you will significantly increase your rankings over time and stay ahead of your competition. Content is important on a site for two major phases of SEO; indexation and syndication. These phases are the driving force to generate the highest quality and quantity of Backlinks, a key measure of any search engine algorithm.

- \* **XML Sitemaps:** Installing XML sitemaps on your website will allow you to "communicate" directly with the search engine spiders just what your pages are all about. Regular Sitemap submissions form the foundation of SEO because this prompts regular indexing activity on the search engine level. The more you can get the Google spiders to scan and index your site with new content, the better it is for SEO, rankings and ultimately visibility.

- \* **Conversion Optimization:** It is not enough to be visible. Your website, no doubt, has a purpose, a job, a function. Are the visitors finding the right pages? Are they clicking on the right links? Are they filling it out that

lead form or are they buying the product or subscribing to a service? To make this happen, constant monitoring, testing and monitoring further are required to continually optimize the conversions you are getting from your visitors

Implementation of your national SEO campaign takes time and commitment. Careful analysis of your results is needed as you learn what works and what doesn't. Remember, the goal of your national campaign should be clear: To be ranked in the top ten for the major search engines for all of the keywords targeted and to actually convert the visitors

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