

# **WE MAKE YOUR WEBSITE WORK FOR YOU**

**Here is how**



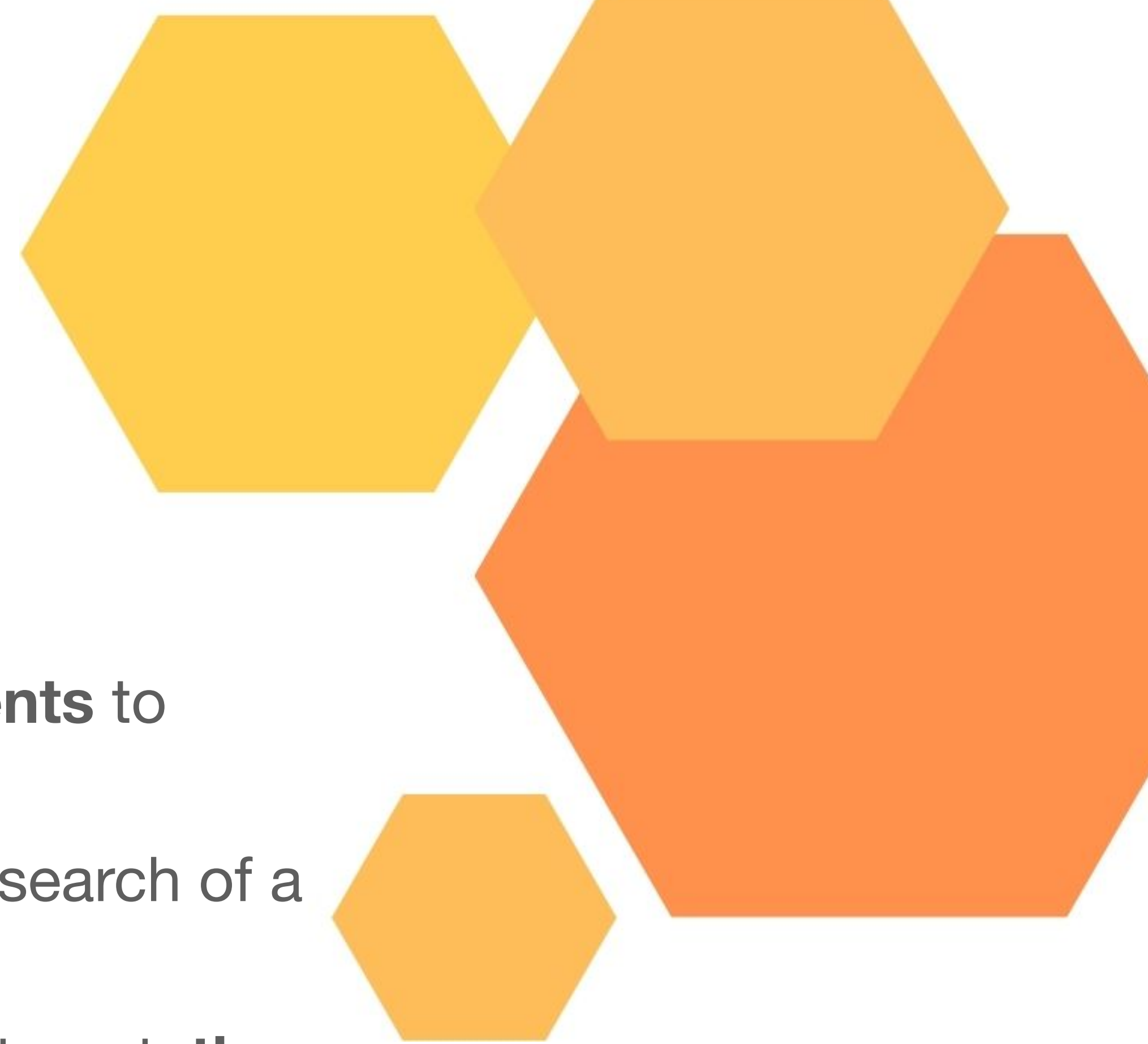
# WHAT CAN A WEBSITE DO FOR YOUR BUSINESS?

A search engine optimized website will attract **new clients** to contact you.

When a company has a need, they access the internet in search of a provider.

The **need is already created**, so when they search the internet, **they expect a company like yours** to appear among the **top results**, offering exactly what they have been searching for.

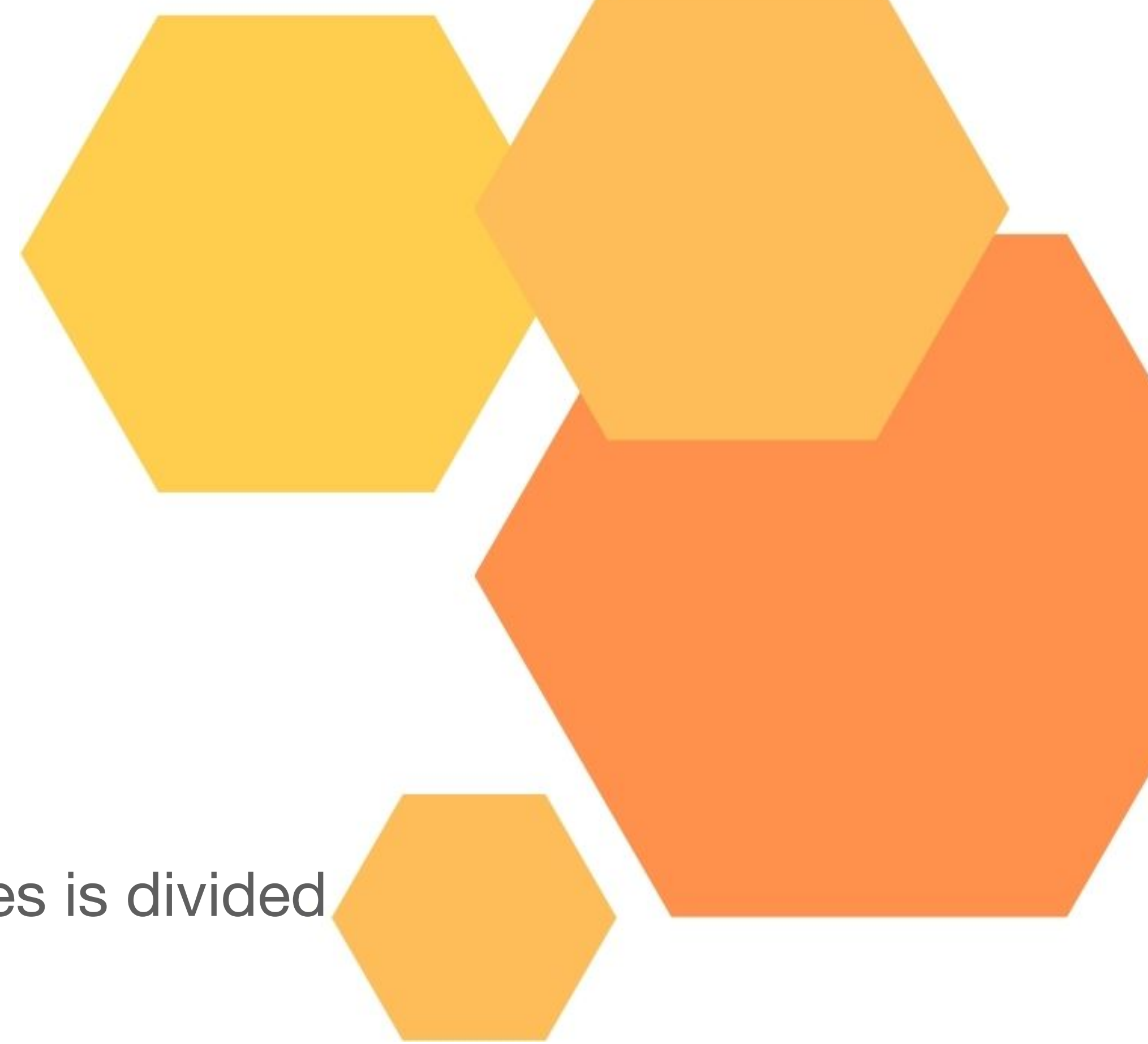
From this point on, **the rest is up to you.**



# HOW IS THIS DONE?

The process of optimizing a website for search engines is divided into two very distinct phases:

- A. Initial development
- B. SEO monitoring.



# A. INITIAL DEVELOPMENT

This phase has a deliverable: The document that will result in the website itself or the actions to be taken on it.

This phase includes several tasks:

- Business analysis
- Determination of keywords and search intent
- Competition analysis
- Site architecture design
- Creation of optimized content

# A. INITIAL DEVELOPMENT

## 1. Business analysis

One of the pillars of SEO involves analyzing **how your potential customers search for the services or products** offered by your company.

To do this, carry out an **in-depth analysis of these products or services** and come to understand what problems they solve and what **advantages** and **benefits** customers will gain by choosing to work with your company.

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*Without understanding the business, it is not possible to position a website for those products or services offered by the company.*

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# A. INITIAL DEVELOPMENT

## 2. Keywords and search intent

We already know your business, and now we need to determine, based on it, what **terms or keywords are used** by those who need to fulfill their needs, for which they require a company like yours.

In **industrial SEO**, this is sometimes not so straightforward. The tools we professionals use sometimes **provide ambiguous information**, and that's where the technician's judgement comes in to extract those that **best fit each case**.

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*Industry knowledge, experience, and a conversation with the client are key to choosing terms that, even with few searches, are decisive.*

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# A. INITIAL DEVELOPMENT

Don't forget that **companies that hire SEO don't thrive on visits, but on conversions.** That means those who find your company and visit your website eventually become customers.

For this purpose, simply appearing in search results when your company name is searched is not enough.

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***Your company should appear when products or services it offers are searched for, but using the language of our clients. That's what SEO truly is.***

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# A. INITIAL DEVELOPMENT

## 3. Competition Analysis.

Now we already know how your potential customer searches. The next step is to analyse the competition. To do this:

We see **who is better positioned** for those keywords, always taking into consideration the search intentions.

We "**dissect**" their **website** to discover their **strategies**, in other words:

Keywords that may have escaped our notice.

Target audience.

External linking strategies.

How they turn a visit into a contact.

And a lot more information that is within our reach and that we won't overlook.



# A. INITIAL DEVELOPMENT

## 4. Site architecture

Site architecture is perhaps the most complex point to explain, as web **architecture is not the same as a menu.**

Here, intricate factors come into play such as "page rank," "crawl budget," indexing, or site usability, which I won't overwhelm you with.

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***Just think of it as building a hydraulic system where, instead of circulating oil, what flows is authority. And authority is what causes a page to appear in top positions.***

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# A. INITIAL DEVELOPMENT

## 5. Creation of optimised content

**Content is King.** Therefore, this is where you have to give it your all. To have good content, among other things, you should:

- **Provide value** to those who seek it.
- Offer **exactly** what the visitor was looking for.
- Portray an **image** of seriousness and professionalism.
- **Guide** the visitor towards the form or contact details so that, after earning their trust, they decide to ask us for help.

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*Creating content requires knowing the sector, the client, improving what our competitors do, and demonstrating to the search engine that we have sufficient authority on the topics discussed and, therefore, that we will be able to meet their needs.*

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# B. SEO MONITORING

We already have the site in production (online), but this is not enough.

Now we need to perform other tasks:

- Continue creating **more specific content** for the blog, which will serve to increase our authority and visibility and also attract more visitors.
- **Obtain links** from other capable sites, not only to transfer authority but also to bring visitors.
- Ensure that **everything is going well** and that our pages are being considered by Google.
- **Monitor the evolution** of our keywords month after month, enriching the content if necessary and working on technical aspects such as internal linking among others.



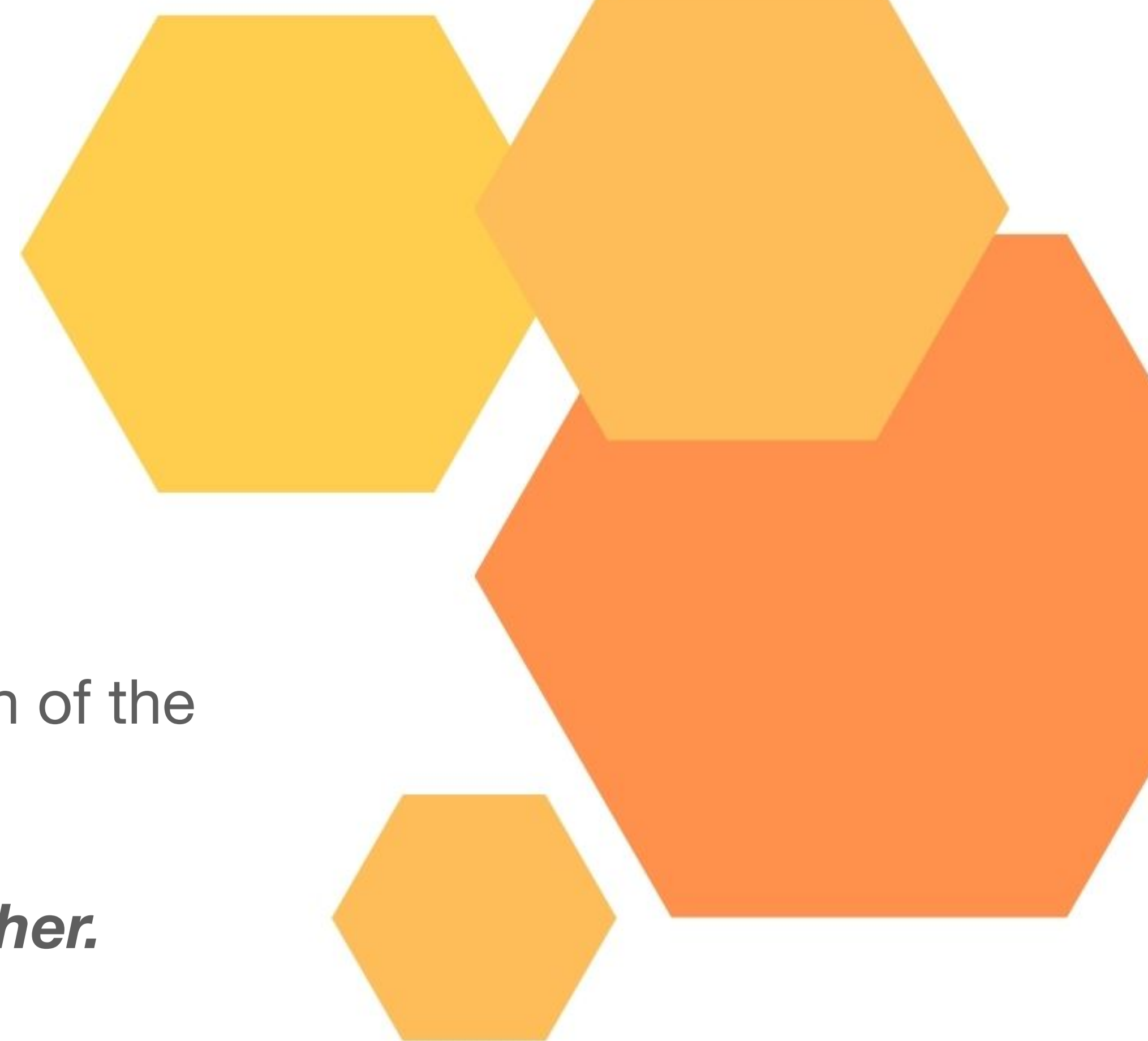
## B. SEO MONITORING

This part is as important as the previous one.

Here, month after month, we will meet, seeing the evolution of the site and proposing **new strategies based on the results.**

***A company is not something static... your website, neither.***

This is not for a lifetime, but at least, from 6 months to a year, would be a timeframe for your site to go from being just an online catalogue to a **business source** that could completely change your company.







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