



SEO positioning - How to stand out from your competitors

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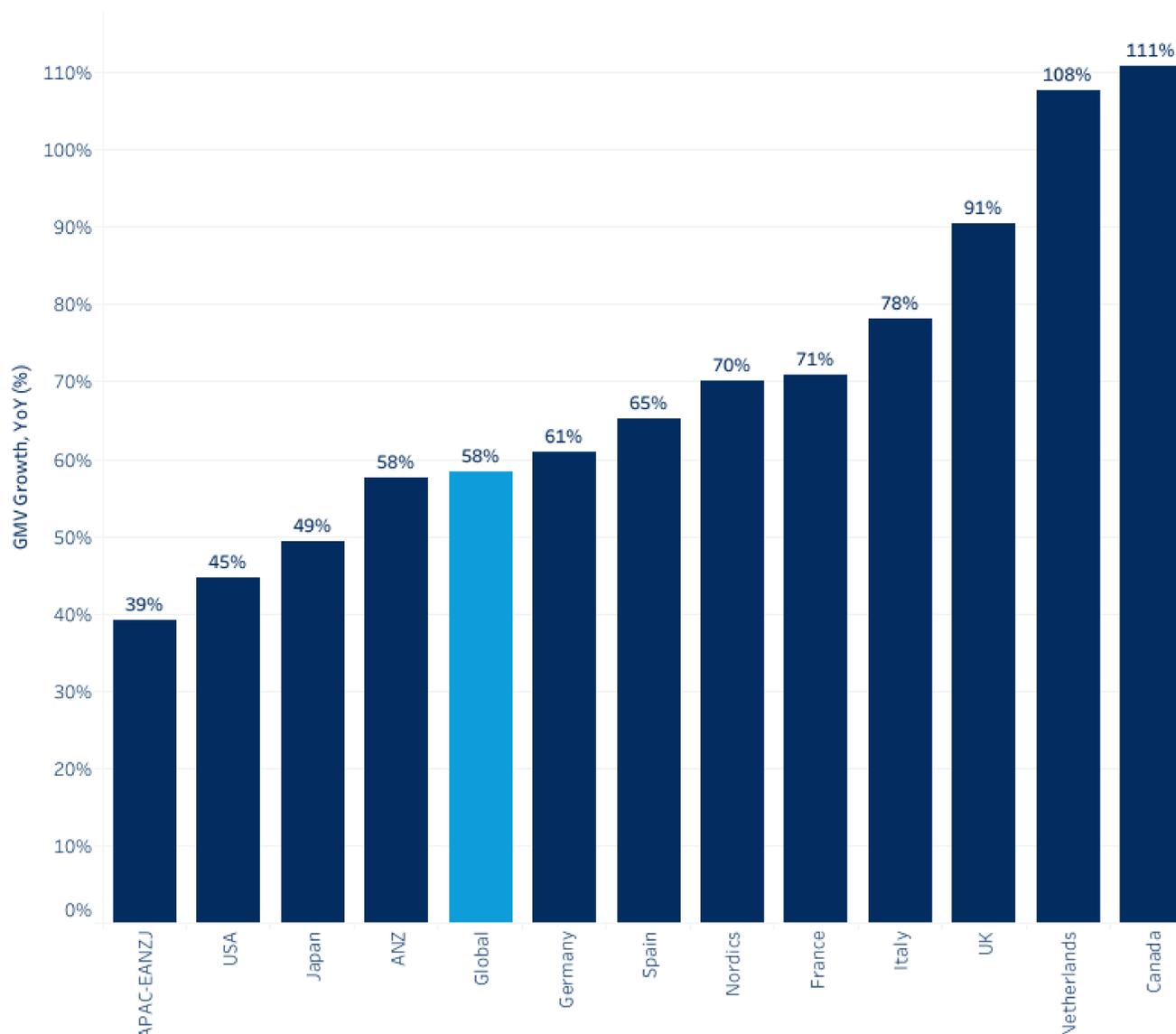
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1. Introduction

During the year 2020 and, even more pressing if possible due to the situation resulting from the Covid - 19 pandemic, according to the first quarter shopping index of the year, drafted by Salesforce, worldwide online sales increased by 58% year-on-year during the first quarter of the year and, in Spain, the figure rises to 65% [REF-1].

This trend is here to stay. Consumers are adopting new forms of online consumption for reasons such as lack of confidence in physical shopping for health reasons, among other factors [REF-2].



In this sense, SMEs have also had to adapt their way of reaching customers and selling their products or services. Nowadays, the way to find out about a product or service, get opinions about it and purchase it, is online. In Spain, according to data extracted from the SME Digitalization Report 2021, prepared by ONTSI, the volume of micro-companies that made sales via e-commerce was 11.3% in 2019 and in the case of SMEs and large companies, the percentage rises to 26.5%, This is still a very low figure, despite having increased by 4% and 9.4% respectively since the previous year. Despite this, Spain is one of the countries that has made the most of the e-commerce opportunity, with a 41% increase in sales through this channel since the pandemic [\[REF-3\]](#). Regarding the Digital Economy and Society Index Report - DESI 2020, it was established that 19% of Spanish SMEs made online sales, thus increasing compared to previous years (20% in 2017 and 18% in 2018). [\[REF-4\]](#).

This context, linked to new consumer trends, where 67.47% of all Internet users buy online according to the study on "The online buyer in Spain" carried out by Statista, have made companies consider their model of accessing the customer and presenting their products or services [\[REF-5\]](#).

Based on this approach, one of the main aspects to be considered is how easy it is to find an SME's website on the Internet or how well it is positioned in the main search engines. This is because the better the positioning, the greater the visibility and the greater the number of interactions with the customer, which can lead to a sale. However, being on the Internet is not everything to achieve a good positioning that generates interactions; for this, it is necessary for the SME to develop an SEO or Search Engine Optimization strategy. In this way, the SME in question can ensure that it will achieve its goal of having a greater number of interactions with customers or potential customers.

**But what is SEO positioning and how can I develop an adequate strategy?
Throughout the monographic, we will tell you.**

2. What is SEO positioning?

SEO or Search Engine Optimization is a fundamental digital marketing strategy for an SME to stand out, among others. It consists of a series of techniques for the optimization of the company's resources so that the search engine identifies your website as relevant, placing it among the first in its search engine. In addition, SEO positioning can help your SME in obtaining leads (opportunities to sell products or services), customers and, therefore, sales and turnover. [\[REF-6\]](#)

SEO positioning is made up of two main blocks:

- › **SEO On Page**, i.e., everything that can be modified within the web page such as the structure of the information and the content,
- › **SEO Off Page**, which consists of any action taken from external sites to improve search positioning.

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SEO ON PAGE

Considered as one of the most important aspects, through which it seeks to make the user experience on the web easier. This type of positioning must be composed of an information structure, a definition of the architecture and a good server speed.

Essential factors for On page SEO on a website :

There are a series of aspects that are considered fundamental when developing the SEO On page in any website. Considering them, it will be easier to gain relevance in the main online search engines.

► **Title tags or meta-titles:** For search engines, an "optimal" title should contain between 10 and 70 characters. It is recommended to include the keywords at the beginning of the title.

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► **Meta descriptions :** It is an HTML tag that describes the content of the web page. In search engine results, it appears below the title and URL of your page and must contain between 140-160 characters. To attract potential customers, it is recommended to use the most relevant keywords.

https://www.red.es › redes › que-hacemos › acelera-pyme ▾
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► **Content size and volume of publications :** There is no ideal volume or frequency. The best size is the one that answers the user's question and that quantity and quality work together. To include relevant content for SEO On page, it is interesting to have a blog.



› **Clean Url:** Clear URLs (without special characters) favor the indexing of pages by search engines and must be distinct for each page.



› **Include a social network widget :** Visible allows users to visit our social networks, generating trust with valuable content and favoring the increase of followers.



› **Optimized responsive adaptation :** It is important to have a website adapted to mobile format to prevent users from leaving our website.



› **Loading speed :** It is advisable to optimize heavy files, videos and images to improve the user's browsing experience.



› **Internal, external or broken links :** Linking the different sections of our website with internal links improves our positioning and redirects users and search engines to other content that may be of **interest to them**.



› **Featured Snippet:** It is a snippet that appears as position zero, on the first page of Google. To get it, you must create very valuable content that answers a question in a simple way and in a short space. They are usually lists, tables, definitions and short answers.

SEO OFF PAGE

It consists of the application of techniques aimed at linking external links to the website itself, in order to improve the positioning in search engines. In this sense, Off page SEO is what does not happen on the SME's own website.

The idea is to get external links to "point" to the SME's web page, always with the aim of improving its positioning in the main online search engines.

Essential factors for Off page SEO on a website:

The following are the main fundamental aspects for SEO Off page:

- › **Referral links or backlinks** : Having external links with high domain authority value (the calculation of how the web will be positioned in search engines) or well positioned helps to position our page in the first positions of Google.
- › **Portal and content with consistency** : It is important to do linkbuilding (actions to increase inbound links to a website) on pages that are related to our industry or what we offer. Otherwise, it could damage our strategy and even cause Google to penalize us.
- › **Do-follow y no-follow links**: The do-follow links serve to make Google go to that link, increasing its authority, as if it were a recommendation. The bad thing is that the authority of our own page is diluted, and we can cause users to go to the other page. On the other hand, the no-follow attribute prevents the robot from following that route and assigning authority to the linked page. We can see this in the links in blog comments, which are often used to send spam. ›

- **Social Networking** : Keeping social networks active with links to the website helps us to drive traffic to the page and improve off-page SEO.
- **Directories and forums** : Whenever we are mentioned, it will help us to appear in search engines.



Advantages and disadvantages of SEO

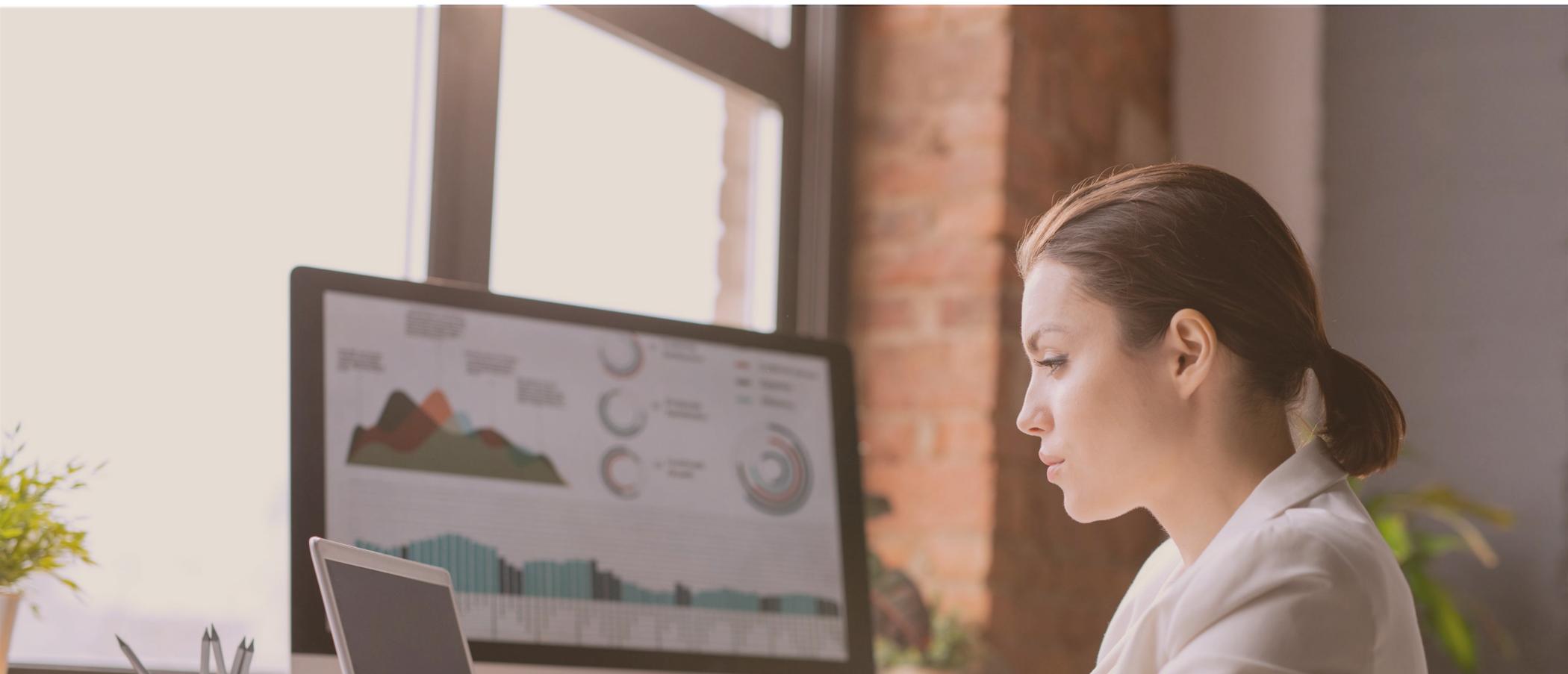
Once both types of positioning have been defined, it is convenient to briefly detail the main advantages and disadvantages that an adequate web positioning can provide:

Advantages

1. One of the main advantages of applying a correct SEO strategy is the increase of visibility of a brand in an organic way, attracting qualified traffic of potential buyers, which can increase your sales. In this way, your brand could be positioned as relevant in the market, being able to improve the results of the potential competition.
2. Keyword results can be consolidated over a long period of time, which makes SEO positioning highly profitable and low maintenance costs.
3. The positioning visibility can determine the capacity of attracting users, which will be marked by the maintenance of contents periodically and the set of keywords that best fit between what the user demands and what is really offered.
4. The first search positions are the ones that generate the most trust among users, so a good positioning is essential to increase the visibility of the website.
5. SEO has an initial investment that is lower than other strategies such as online advertising, so the return on investment is much higher.

Disadvantages

1. The effect developed in a content positioning is long-lasting, so it is not possible to obtain immediate results.
2. The competition for a position among the first searches is increasingly higher, which makes it a process of constant updating to obtain a greater volume of traffic.
3. Having the necessary tools to monitor the data and training with specialized knowledge to interpret the results they provide us, and thus know the viability of the strategy.
4. Search engine algorithms, user trends and search volume are constantly changing, making it difficult to predict results.



3. How to create an SEO strategy

Below, we explain how to develop a SEO strategy for your SME, with the aim of attracting a greater number of visits to your website and, therefore, achieve a greater number of sales of your products or services [\[REF-7\]](#).

Definition of the SME's Goals

Firstly, when developing an SEO strategy, goals must be considered, the reason for carrying out an online positioning strategy.

These positioning goals may include:

- Increase the number of visits or traffic to your website, so that a greater number of people visit it.
- Generate a greater number of sales opportunities or leads among those potential consumers who visit your website.
- Obtain a greater number of sales, derived from obtaining leads.
- Reduce the effort to convert prospects into customers.
- Increase the brand awareness of an SME, positioning it in the top positions of search engines, etc.

The objectives that are defined for the SEO strategy must be in accordance with the strategic goals of the SME, since an SEO strategy can help your SME to achieve its business goals.

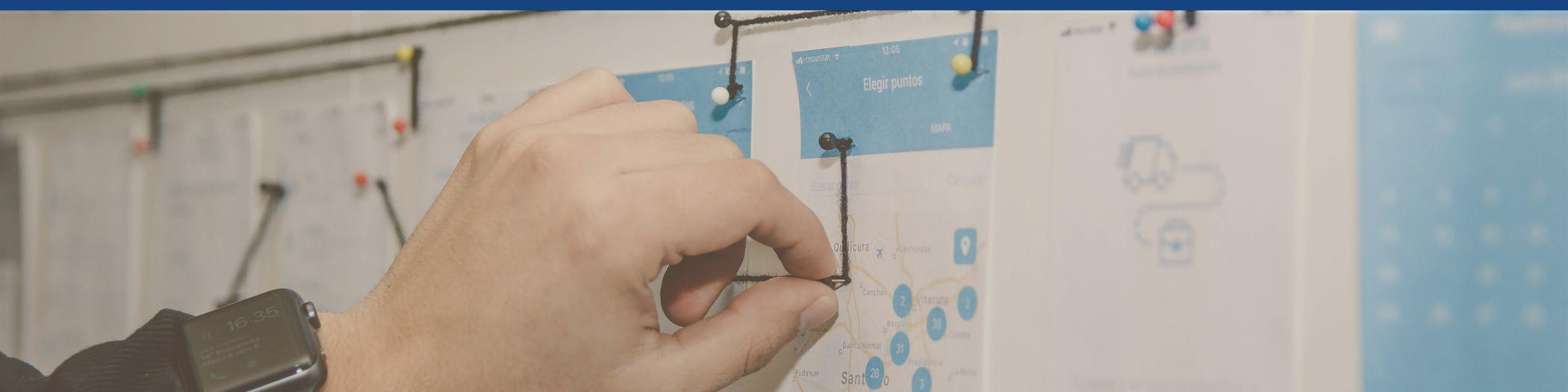
Creating a “buyer persona”

The “buyer persona” is the ideal representation of your customer, made up of real data about the way your customers act, demographic information, and other fictitious data that will support the creation of this ideal buyer profile.

From the creation of the buyer persona, you can begin to develop the SEO strategy, since, as your ideal customer, you can define the following fundamental aspects:

- Increase the number of visits or traffic to your website, so that a greater number of people visit it.
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SEO Tools Installation

SEO positioning tools are defined as an online service that helps to improve or optimize the positioning of a company in search criteria, in order to place the web content of a company in the first pages and thus achieve a greater number of visits and, consequently, a greater probability of making a sale.

SEO tools stand out for their great variety when it comes to choosing to enhance the visualization of a company, therefore, it is reflected below the most common SEO tools, depending on whether they are paid or free.



Payment

1.

- **Ahrefs:** Through this SEO tool, one of the most recommended during the last years, it allows to identify which parts of the web require improvements in order to evolve with the positioning. Among the wide variety of actions available with the tool, we can highlight the discovery of keywords that are ranking competitors or find the content with the highest number of links in the market. [\[REF-8\]](#).

2.

- **SE Ranking:** Currently, more than 12,000 SMEs have this tool to improve positioning, as it is oriented to both experts and beginners. From this tool you can get to monitor changes in competitors' pages, keyword tracking and auditing of web pages to know firsthand how to improve the positioning of the brand. [\[REF-9\]](#).

3.

- **SEMRush:** Oriented to expert profiles in order to easily evaluate the content, discover the changes associated with positioning and new opportunities to improve your visibility on the web. One of the main peculiarities of this platform is the possibility of comparing your positioning with the main competitors in order to improve the performance of your website [\[REF-10\]](#).

Payment

4.

- **KWFinder:** SEO tool to search for new keywords or key phrases, with a lower level of competition. Experts use this tool to identify better keywords and report on search pages. KWFinder is one of the few SEO tools that allows you to search in other languages, in order to perform a specific market segmentation. [\[REF-11\]](#).

5.

- **Keywords Everywhere:** One of the easiest SEO tools to use to find the best keywords to rank for. The analysis functions of the tool are numerous, and among the most relevant is the possibility of visualizing the monthly keyword volume to generate new ideas and improve the content strategy [\[REF-12\]](#).

Free

Basically, Google's own search engine gives us clues about what users want to find, however, is not a tool itself. On the other hand, Google has tools that can support your SME in the development of an SEO strategy:

1.

- **Google Analytics:** one of the main tools to quantify the impact of the web and user behavior, identifying the most visited pages and organic traffic, the channels that generate the most traffic, participation, conversions, etc. With this tool you can carry out a highly detailed monitoring of interactions to get to know your customers better [\[REF-13\]](#).



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2.

- **Google Search Console:** It helps in the monitoring, maintenance and solution of web visibility problems in search results. With this tool you can remove negative backlinks from your website, provide detailed reports on search criteria, crawl errors, find out about possible indexing problems, among others. [\[REF-14\]](#).

3.

- **Google Keyword Planner:** It allows to perform keyword studies to know the information used by users in search engines. Among the benefits of this tool is the keyword research identifying which keywords are necessary for current or future campaigns and the management of statistics and traffic forecasts to know which words are the most appropriate to use [\[REF-15\]](#).

4.

- **Google Trends:** Tool that graphically and dynamically displays the topics and search terms used by users in a region or a period of time, based on the records generated with the Google search engine and thus, establish more effective keywords for web content [\[REF-16\]](#).

Use of keywords

Having defined the “buyer persona” and with an SEO tool, what separates the buyer from your product are the keywords, those words that will make your SME's website rank high in the search engines. For example, if a potential buyer is looking for esparto espadrilles made in Mallorca, the keywords would be "esparto espadrilles Mallorca".

In order to choose the keywords, a process must be followed :

- Consideration should be given to what you want to highlight or sell.
- The next step is to identify the keywords that can be used for users to access the product or service you want to sell. For this there are tools like the Google Keyword Planner.
- It is necessary to analyze whether the search volume of the keywords is strong or how complicated it would be to position the product you want to sell with those keywords.
- Finally, after the analysis, a database with the best keywords should be created.



4. SEO Success Stories

The following are some success stories of Spanish SMEs that, after the application of an appropriate SEO strategy, have achieved great results in customer acquisition.



LAS 3 JOTAS
BRICOLAJE DE LA MADERA

› Las Tres Jotas S.L

Las Tres Jotas S.L. is an SME from Madrid dedicated to the hardware and DIY sector, currently has a staff of 10 to 50 workers and a turnover of around 1.75 million euros.



From the SME, they identified the need to make themselves known through the Internet, so they began by creating a website, which served as a reference to potential customers of the work developed by the company.

The owner was always clear as a consumer that he trusted the results that were shown in the first positions in each search, so he started with an SEO strategy to position himself in the first results and thus capture a greater number of customers.

After the implementation of a keyword SEO strategy, it has been able to position the company, achieving that 25% of the users who visit its page, become contact through email, phone or map location [REF-17].



PRECIOS MUY ECON

CONSULTA GRATIS

> Cerrajería Los Maños S.L

Cerrajería Los Maños S.L. is an SME located in Zaragoza dedicated to the locksmith services sector, currently has a staff of 10 to 50 workers and an annual turnover of less than 2 million euros.

This sector of locksmith services is considered a very competitive sector so Los Maños S.L, saw the need to act in this regard with a SEO positioning strategy.

As a result of several years working on the positioning of the SME, they have achieved their positioning on the first page of a reference search engine based on link building and a user experience strategy, which has had a positive impact on attracting new customers for the SME [\[REF-18\]](#).

5. Conclusions

Due, in part, to the confinement situation caused by the pandemic, consumers are adopting new forms of online consumption for reasons such as a lack of confidence in physical shopping for health reasons, among other factors.

The online channel is increasingly gaining ground and SMEs must adapt to new trends. This results in the need to be present in the main search engines. But it is not only important to be present, but also to have a good positioning in these search engines so that potential customers have more access to your website and there are more opportunities to generate a sale.

It is at this point that an SEO positioning strategy becomes necessary. In this sense, in order to carry out a correct SEO strategy, a series of fundamental aspects must be considered:

- Firstly, the objectives must be considered, the reason for carrying out an online positioning strategy. A greater number of visits or web traffic, generating more sales opportunities or increasing brand awareness may be the main objectives.
- The creation of a “buyer persona” or ideal buyer profile for your SME is the second major step in developing the strategy, as it will allow you to focus your strategies and direct them towards your ideal type of customer.
- To achieve these objectives, it is essential to install SEO tools to support you in the development of the strategy.
- Finally, the SME must use keywords that allow it to improve its positioning in the main search engines.

These are the main keys for a correct development of an SEO positioning strategy, with which you will improve your SME's visibility, sales, etc.

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