

# How to SEO-urvive in times of crisis



November, 20th - 2022



**GREEK**

**krine in**

***decide***

**GREEK**

**krisis**

***decision***

**MEDICAL LATIN**

**crisis**

***Late middle English***



# STAY VISIBLE

To maintain visibility in times of recessions and crisis, building an SEO strategy will make the difference for your website. **Crisis are temporary** and in some time the situation will rebound.

Investing time and resources in SEO now, will build an **asset for your website**, that will prove itself successful in the long term: once search engines start to like your content, be ready to spiral up and get noticed now & tomorrow.

**CONTENT  
OPTIMIZATION**

**PERFORMANCE  
OPTIMIZATION**

**ONLINE REPUTATION  
OPTIMIZATION**



# FEED YOUR NICHE

In times of uncertainty people tend to disbelieve, with so many ads and promotions going on... but one thing is for sure, they will still trust the big G.

Your SEO strategy helps you staying **consistent**, as you want to appeal to the right users, and be **endorsed by your specific niche**.

It's important to take time to **analyze what your niche is searching for**, intercepting and answering to the user intents (like **longtail** keywords or **People Also Ask**) that are specific about your business, and handing out the most meaningful and context rich information.

We don't want to drown users in a sea of messages, but provide the direct answer to their questions, will **loyalize your audience**.

Search Engines are not influenced by crisis, so the big G will always endorse good, relevant content for each search.



# EMBRACE FLUIDITY

During economic downturns and recessions, it's essential to adapt and be flexible. And so does your content!

**SEO is flexible to your digital marketing needs and time contingencies.**

You might perform different SEO tasks at different stages, while empowering your brand online.

Assessing the performance of your website and evaluating the most meaningful topics for a certain time frame will result in an **editorial calendar for your content revamp strategy**. In this way, you'll keep your content fresh and attractive to yet new users who are willing to know more about that topic.

**Take time to rewrite, revise your pillar content to become more attractive to users and increase your rankings while preparing yourself for the new normal.**



# BE AUTHENTIC

In SEO results take time, no change will happen overnight and you have to leverage on different sets of activities to make everything work out, as we saw.

This is why, **building your authenticity online** is of pivotal importance. Stay true to your brand and to your users, providing contextual and complete information, and good content. You can start working on your **E-A-T** (Expertise - Authority-Trustworthiness) in order to gain search engines' attention.

The time spent on your SEO strategy will be repaid. Winning big G's trust will let you climb towards the top of the SERP and **no other digital marketing strategy can assure your website the same relevance** as when Google decides your place is on its first page.



# SAVE MONEY

SEO guarantees a bigger ROI in the long run, compared to Paid search campaigns, not to mention a lower lead acquisition price.

In the event of having to cut off on your digital marketing strategy, remember that investing in SEO isn't like spending money to appear to casual people who might not be interested in your offer like it would happen for O-O-H strategies. On the contrary, **you're bringing out your website to users who are already searching for your products** or services. It's basically **free traffic**, you are not paying any extra service, once you're sporting G's 1st on SERP.

SEO is a strategic source of organic traffic from users who need your products. Content is king, optimizing content for your user will lead to higher engagement and conversions, especially compared to your competitors who are not investing in SEO.



# DANCE WITH THE ROBOTS

SEO can benefit from Artificial Intelligence.

If you are a mid to big-sized business running an extensive website, you can leverage on AI to **scale** your SEO strategy and achieve your business goals **faster**.

**DATA ANALYSIS  
(CUSTOMER INTENTS)**

**CONTENT GENERATION  
& OPTIMIZATION**

**BETTER USER EXPERIENCE  
& TAILORED CONTENT**



# **SEO COMFORT ZONE**

**Lifesaver strategy**

**Longer impact on the website**

**Cost Saving**

**Ensures better content**

**Boost Business value**

**Better user experience**

**Innovation enabler**



DIGITAL PM & SEO Strategist

Let's talk about it  
and connect



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**Grazie!**

