Promoting the website in 15 stages

1. Analysis of the market, competitors and level of competition to identify best practice and the position of the website within the field. Finding unique positioning. Analysis of the website or landing page: audience location, web traffic and links. An analytical report including a recommendation on unique positioning.

2. Choosing between search engine optimisation and contextual advertising, depending on the company's goals and activities.

3. Initial profile settings in search engines. Website registration with services such as Google Analytics, and Google Search Console. Correction of mistakes and implementation of recommendations from these services.

4. Installation of a server in a city where the target audience has a presence. If there are several cities it is necessary to make cached versions of the website on different IP addresses for each city. Correct locations for different language versions of the site.

5. Optimising the website structure for search engines: title optimisation, correction of page descriptions in HTML, and elimination of invalid code.

6. Indexing all pages of the website. Making a list of important pages with the possibility of purchasing links to them with a view to strengthening the domain's search engine rankings.

7. Optimisation of page loading speed across various browsers: the website should be in the PageSpeed Insights green zone. Ensuring convenient browsing on various devices: PC, tablet and smartphone. A new website layout may be required.

8. Registration with relevant catalogues.

9. Determining the semantic kernel: making a list of keywords.

10. Proofreading the existing content. The website should be informative and useful for the target audience. Elimination or rewriting of low-quality texts. Blog article headlines and first paragraphs should always contain keywords: one article per keyword.

11. New articles should be published no less than once every two weeks (the more the better provided that the quality doesn't suffer). The length should be about 5,000 characters. An embedded video is a plus. Video content is easily digested and keeps visitors on pages for longer, which is taken into account by search engines. It is important to create expert, quality content by enlisting the services of writers, editors, designers and photographers.

12. Creation of groups in social networks. Getting free links to the website from groups in Facebook, Twitter, Google+.

13. Publishing backlinks to the website from other domains at various price points, from cost-effective to expensive (using popular and reputable domains).

14. Redesign and improving user friendliness. Adding images and structuring content effectively can increase the exposure of the page twofold.

15. Video was the undisputed content champion of 2017. A good video blog doesn't even need a website.