



**ROADMAP FOR YOUR  
CPG BRAND'S WINNING  
SEO STRATEGY**



Search Engine Optimization (SEO) has evolved from focusing on keywords and web searches to a larger strategy that drives traffic to your website and keeps it there until users meet your objectives.

**WHILE SEO CAN BE COMPLICATED IN THIS DAY AND AGE, AN SEO ROADMAP WILL HELP BREAK DOWN YOUR CPG MARKETING STRATEGY INTO MANAGEABLE COMPONENTS THAT CAN DRAMATICALLY IMPROVE YOUR SITE'S EFFECTIVENESS AT REACHING CUSTOMERS AND POTENTIAL LEADS.**

STEP  
01

## START WITH SITE ORGANIZATION

Whether you are starting from scratch or revamping an existing web presence, **site organization** is key to today's CPG SEO. There is just no way to rise in search engine rankings without an organized site that makes it easy to find information.

Search engines now look past individual keywords when ranking the overall usefulness of a site in search results; instead, they want to see that your site has topics around which it is organized for easy reference. Your blog or resource section should have clear organization around relevant topics in order for ease of use by searchers and visitors.

STEP  
02

## FOCUS ON LONG-TAIL KEYWORDS

Keywords still factor into SEO, if less so than previously. With the rise of voice searches due to voice assistants like Siri, Cortana, and Google, along with their attendant devices selling millions every year, your SEO efforts should focus on long-tail keywords rather than the shorter words or phrases you may have become accustomed to.





STEP  
03

## PRIORITIZE MOBILE SEO

Mobile SEO has become increasingly important as the number of searches done on mobile devices rather than computers has increased. Today, **61% of all searches are done on mobile**, and that number is likely to go up even more as the devices get more and more sophisticated and replace many of the functions of computers.

Google now practices **mobile-first indexing**, which is a shift away from the old desktop model. If your CPG content isn't mobile-optimized, the SEO impact will not be as strong as it could be.

STEP  
04

## UNDERSTAND TECHNICAL SEO

Google looks more at your site's back-end now than ever before, and factors like site code and architecture are an essential part of search engine rankings that should not be ignored. Cleaning up messy code and making sure your site's coding practices comply with Google preferences are now necessities, where a decade ago, they might have been a small part of the overall SEO picture.


STEP  
05

## OTHER SEO CONSIDERATIONS

Here are a few more things that can improve your CPG SEO rankings:

- ▶ A consistent blogging schedule
- ▶ **Link-building** efforts
- ▶ Compressing data files before uploading to the site
- ▶ Measuring your success

# SEO



**HANGAR12 WOULD BE EXCITED TO HELP YOUR CPG BRAND WITH SEO AND OTHER AREAS OF MARKETING.**

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