



# SEO MYTHS BUSTED:

*What Actually Gets You  
Found Online*



NICE TO MEET YOU ALL.

MY NAME'S KARIM.

I HAVE A FEW LOCAL AND NATIONAL #1  
RANKINGS AND, IF YOU'LL HAVE A LITTLE FAITH &  
PATIENCE, I WOULD LIKE TO SHOW YOU THE  
WORLD OF SEARCH ENGINE OPTIMISATION.

I WILL TRY NOT TO OVERLOAD YOU  
INFORMATION AND KEEP THINGS AS STRAIGHT  
FORWARD AS POSSIBLE

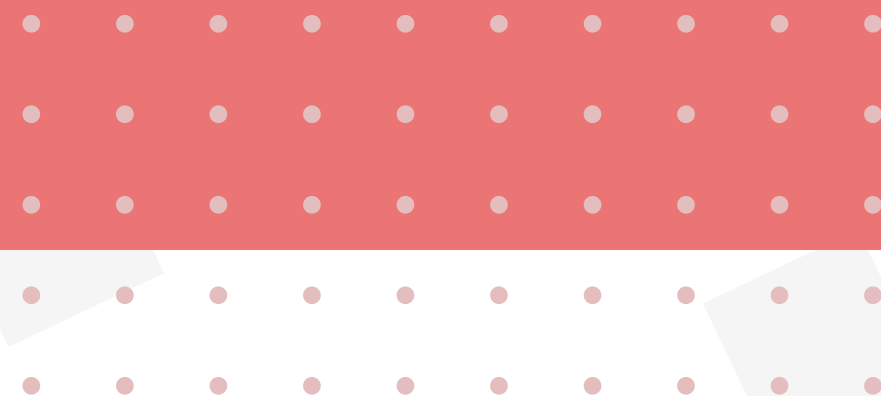


*Everyone uses search engines, and SEO is like the sunlight that helps your business be seen.*

# WHY SEO MATTERS?

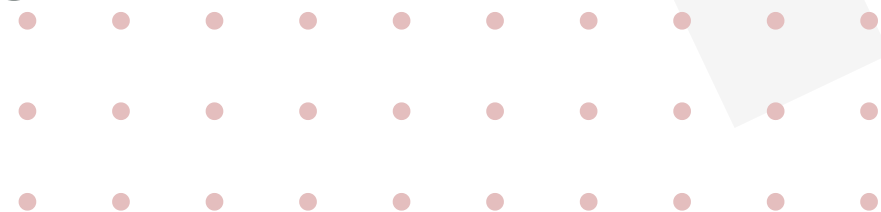
*And what's the point?*

*It's not just for tech experts; it's for every small business owner who wants to flourish online.*



# WHAT IS SEO?

- SEO is the process of optimising your website so search engines (like Google) can find your website and match it with the right searchers.
- Analogy: Just as a plant needs water and sunlight to thrive, your website needs SEO to grow.





# HOW SEARCH ENGINES MATCH CONTENT TO SEARCHES

Search engines have evolved over time, using different methods to understand and rank content. Here are some key layers of search matching:

1. **PageRank (Early Days)** – Google's first algorithm, which ranked pages based on how many other websites linked to them. More links = more authority.
2. **Keyword Matching** – Search engines matched exact words on a webpage to the words in a search query. Basic but effective.
3. **Latent Semantic Indexing (LSI)** – Recognising related words and synonyms, so a search for "running shoes" could also show results for "trainers."
4. **The Semantic Web** – Understanding meanings and relationships between words, not just matching text. Helps Google answer complex questions.
5. **AI & Machine Learning (Modern Era)** – Google now uses AI (like RankBrain and BERT) to understand search intent, even for vague or unusual searches.





# CORE PRINCIPLES OF SUCCESS

UNIVERSAL VALUES THAT APPLY TO BOTH LIFE AND SEO:

- HAVE FAITH
- BE CONSISTENT IN YOUR EFFORTS
- TREAT OTHERS AS YOU WANT TO BE TREATED

*LIKE NURTURING A GARDEN: REGULAR CARE, EVEN IF IMPERFECT, YIELDS LONG-TERM GROWTH.*



# KEYWORD RESEARCH

*Choosing Which Seeds to Plant*



# CHOOSING YOUR SEEDS: KEYWORD RESEARCH – WHY IT MATTERS?

A well thought through SEO plan starts with research.

It's all about figuring out what people type into search engines and making sure your content matches what they're looking for.

How to Find the Right Keywords:

- Inspiration & Thinking – *Consider what your audience might search for.*
- Keyword Research Tools – *Use tools to find high-volume, low-competition keywords.*
- *Others may advise keyword research via competitor research, however I will always advise against stealing and to focus on your own path.*



# THE TYPES OF KEYWORDS TO RESEARCH: WHICH SEEDS DO WE PLANT?

- **Business Name & Website Name** – Ensuring your brand name and website appear when people search for them.
- **Service Categories & Product Collections** – Broad terms that describe the general types of services or products you offer (e.g., "digital marketing" or "men's running shoes").
- **Specific Services & Products** – More detailed keywords that describe exactly what you provide (e.g., "SEO consulting for small businesses" or "Nike Air Zoom Pegasus 40").
- **Location-Based Keywords (if relevant)** – Keywords that help local customers find you by including your city, neighbourhood, or service area (e.g., "plumber in Manchester" or "best café in Bristol").
- **FAQs (Frequently Asked Questions)** – Keywords based on common customer questions, helping you attract people searching for answers related to your business.
- **Blog Topics & Subtopics** – Writing articles using keywords that match what people search for, helping to bring in more traffic (e.g., "how to improve website rankings" or "best running shoes for beginners").



# KEYWORD PLACEMENT

*Planting Your Seeds*

# KEYWORD PLACEMENT: WHERE & HOW TO PLANT YOUR SEEDS

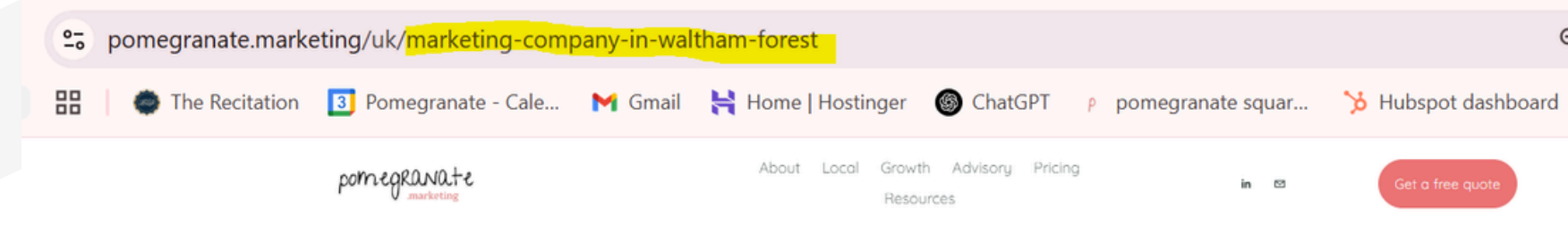
- Use Keywords Naturally – Add them to headings, page text, and URLs without overloading.
- Optimise Key Areas – Titles, headings, and internal links help search engines understand your site.
- Spread Keywords Across Your Site – Include them in blogs, FAQs, and key pages.
- Keep It Readable – Write for people first, not just search engines.

The Goal: To help the right people find you with clear, useful content.

pomegranate.marketing  
https://www.pomegranate.marketing › marketing-compa...

## Marketing Company in Waltham Forest - pomegranate

Organic SEO services from a Waltham Forest marketing company, focused on long-term growth and sustainable online visibility. From £99/month.



SEO services from a  
Marketing Company in Waltham Forest

## FREE QUOTE GET A FREE QUOTE

Name (required)  
First Name  Last Name

Website

Service required (required)  
☐ Local ☐ Advisory ☐ Growth

How many physical locations do you have? (required)  
☐ Virtual only ☐ 1 ☐ 2 to 5 ☐ 5 to 10 ☐ More than 10

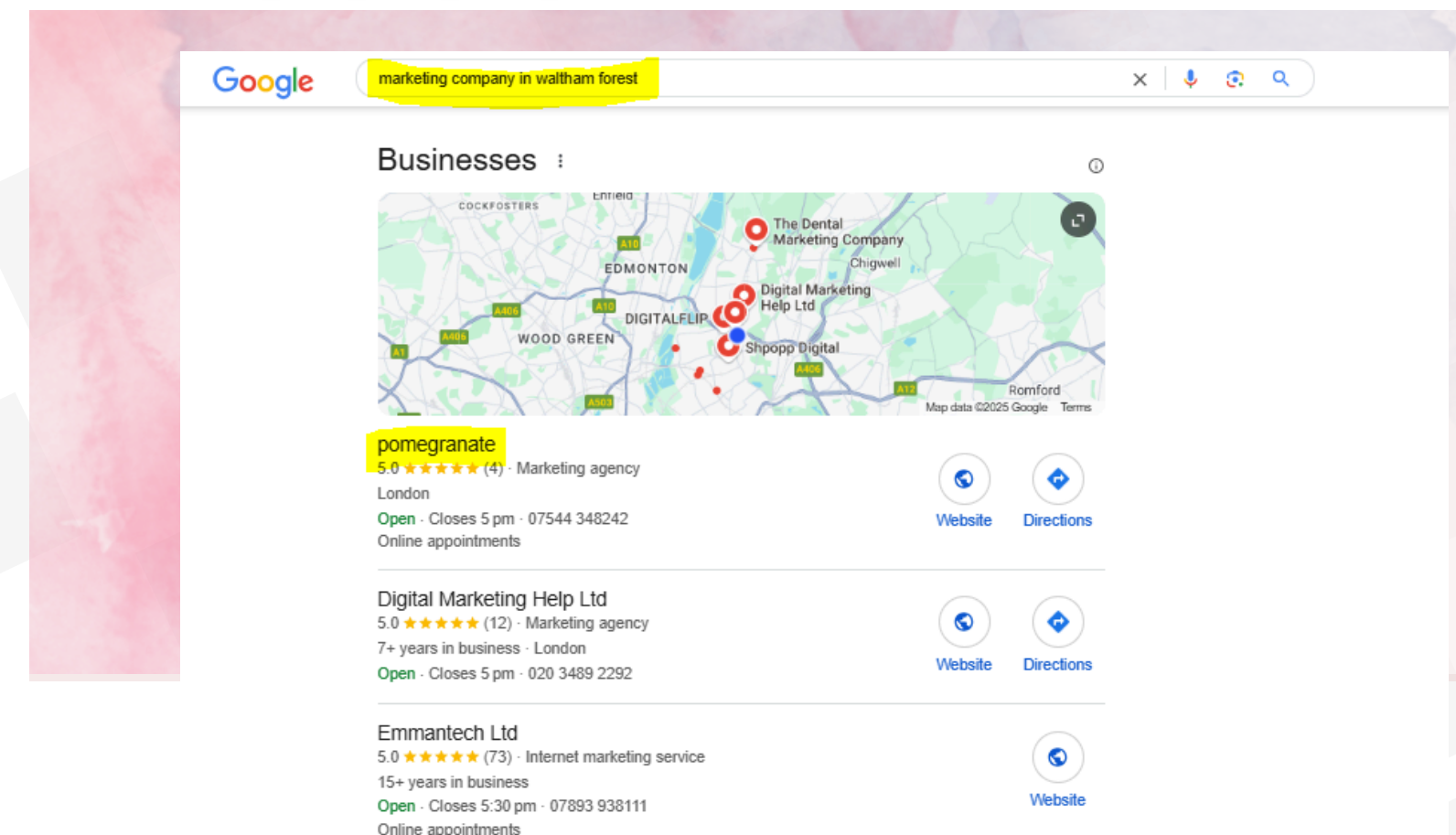
How many products or services do you offer? (required)  
☐ 1 to 10 ☐ 11 to 25 ☐ 26 to 50 ☐ More than 51

pomegranate is a marketing company in Waltham Forest focused on nurturing your business's growth through organic SEO services.

Like tending to a garden, we carefully cultivate your online presence, ensuring every element, from keyword optimisation to technical SEO, is rooted in a strategy designed for long-term success.

Our approach goes beyond quick fixes; we build the right foundation with quality backlinks and content that attracts and engages your ideal audience. By focusing on sustainable, natural growth, we help your website thrive in search rankings and stand the test of time.

Let pomegranate's SEO services help your Waltham Forest business grow steadily and organically. We'll plant the seeds for lasting visibility and watch your brand flourish, season after season.







# OFF-SITE & TRUST BUILDING

- **BUILD QUALITY BACKLINKS** – *FROM REPUTABLE SITES TO BOOST YOUR AUTHORITY.*
- **SHORT TERM** – *ALL WHO REQUEST IT WILL RECEIVE A LIST OF WEBSITES THAT THEY CAN GO AND PUT THEIR BACKLINK ON, AFTER THE PRESENTATION.*
- **LONG TERM** – *YOU WILL WANT LINKS FROM RELEVANT WEBSITES IN YOUR NICHE*
- **MAINTAIN A SOLID DOMAIN HISTORY AND A WELL-MANAGED GOOGLE BUSINESS PROFILE.**

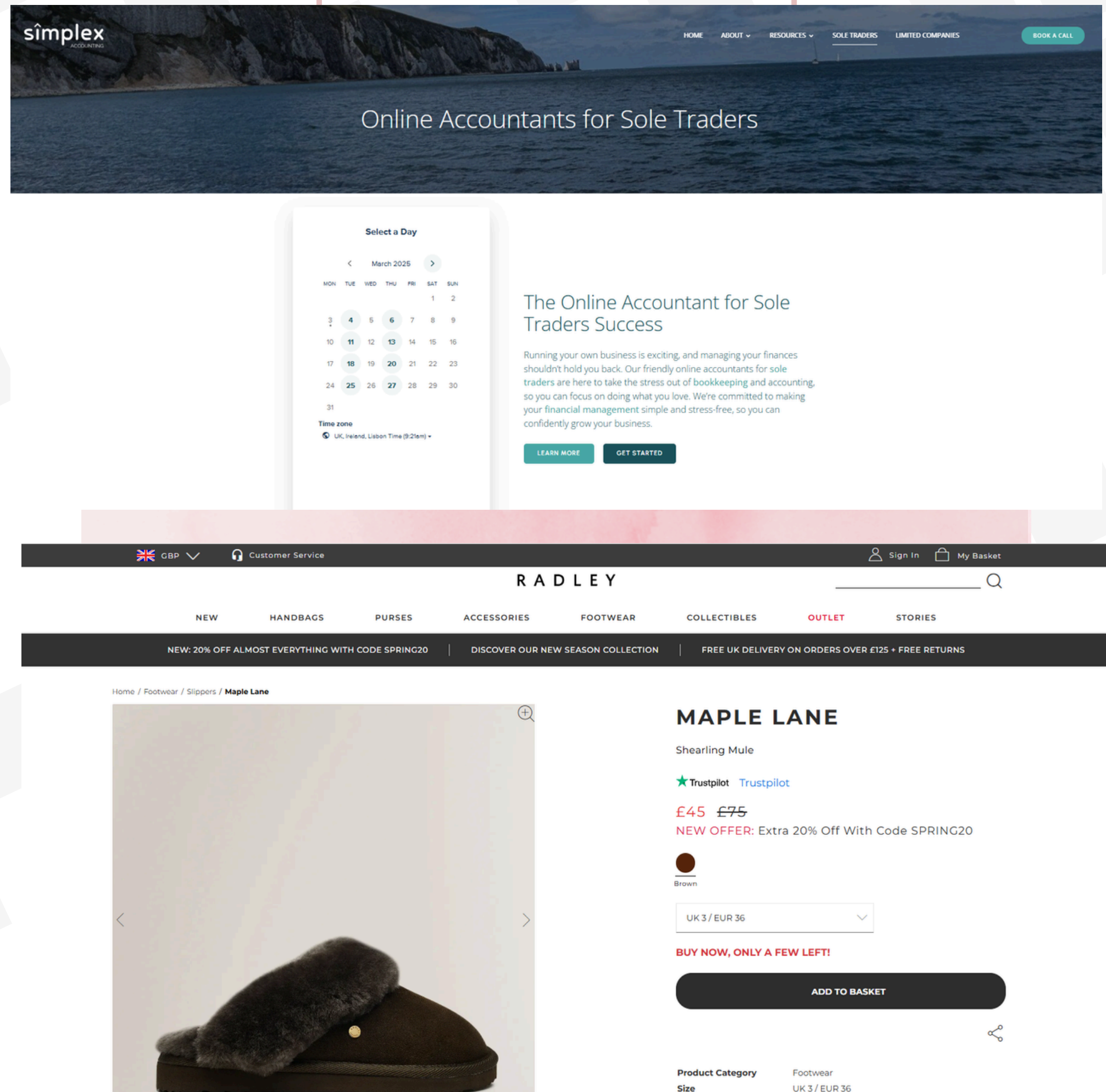
*ANALOGY: LIKE DEEP ROOTS THAT STABILIZE A TREE, STRONG EXTERNAL LINKS SUPPORT YOUR WEBSITE'S GROWTH.*





# TECHNICAL SEO FUNDAMENTALS (WITH MOBILE & CRO)

- **Mobile Optimization:** Make sure your website is fully responsive, loads quickly, and offers a smooth experience on all devices.
- **Technical Elements:** Use structured data (schema markup), maintain an XML sitemap and a properly configured robots.txt, and ensure your site architecture is logical.
- **Conversion Rate Optimization (CRO):** Keep your page design simple with clear, compelling call-to-action (CTA) buttons that naturally guide visitors.



# STRUCTURED DATA AKA SCHEMA MARKUP

And if you want any of the following 'rich results' then you'll need to consider:

- Learning how to write code
- Working with a specialist like us who can write the code for you
- Getting a less-useful-but-still-useful off-the-hanger solution such as Wordpress plugins or Shopify plugins

Google search engine optimisation in waltham forest

All Images Videos Short videos News Forums Shopping More Tools

**AI Overview**

If you're looking for "search engine optimisation in Waltham Forest," you can consider **"pomegranate,"** a marketing company based in Waltham Forest that specializes in organic SEO services, focusing on optimizing your online presence through keyword research and technical SEO strategies to improve your website's ranking in search engines.

**Key points about SEO in Waltham Forest:**

**Local SEO Expertise:**

Many digital marketing agencies in London, including those serving Waltham Forest, can provide specific expertise in optimizing your website for local searches within the

Show more

Marketing Company in Waltham Forest - pomegranate

pomegranate is a marketing company in Waltham Forest focused on nurturing your business's growth through organic...

pomegranate

SEO London | White-Hat London SEO Agency - Dotwise

Nobody knows London like we do We cover all boroughs of London and we're particularly active in the boroughs around...

## People also ask :

What is a good brand of slippers?

How do British say slippers?

Below is the UK transcription for 'slippers': Modern IPA: slɪpəz. Traditional IPA: 'slɪpəz. 2 syllables: "SLIP" + "uhz"

Youghlish  
https://youghlish.com › pronounce › slippers › english

165 pronunciations of Slippers in British English - Youghlish

What do British people call slippers?

What are Japanese slippers called?

## Product sites :

Women's Shoes: Slippers

Kelkoo

Slippers SALE • Up to 50% Off

Supersales UK

Womens Slippers SALE • Up to 50% Off

Supersales UK

More sites →

Radley  
https://www.radley.co.uk › Footwear

## Women's Designer Slippers

We swap supple leather for sumptuous suede, shearling and felt to create ladies' slippers that are super cosy and irresistibly...

4.7 ★ store rating (5.8K) - £42 to £52 - 30-day returns

London





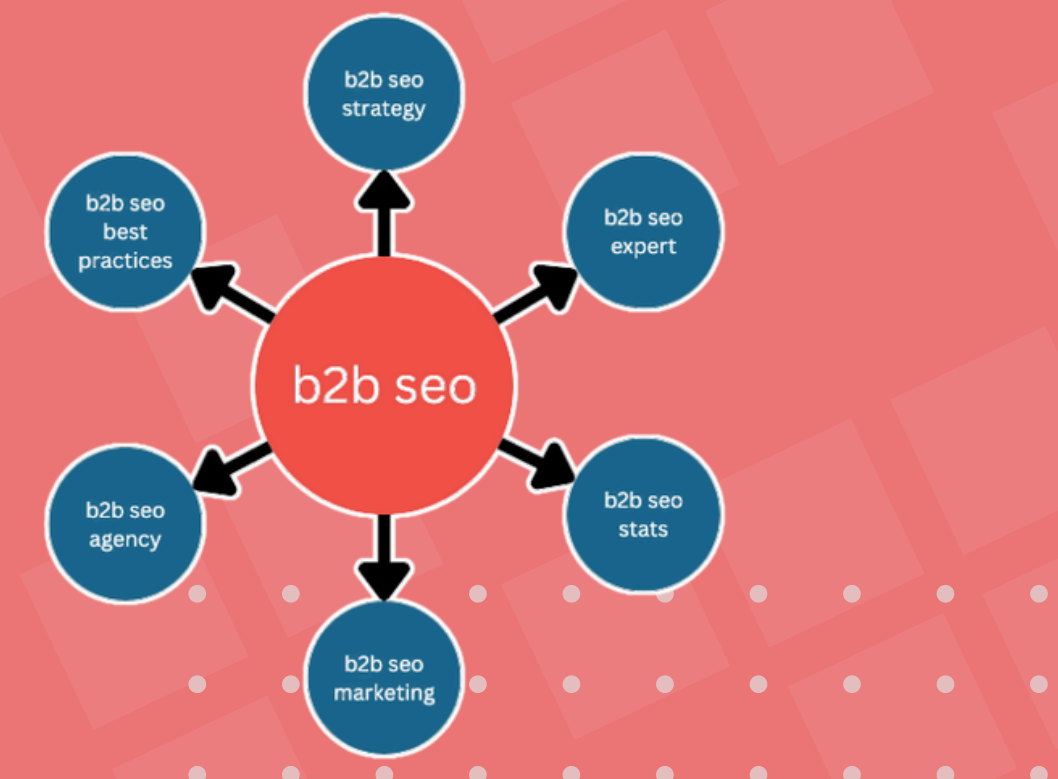
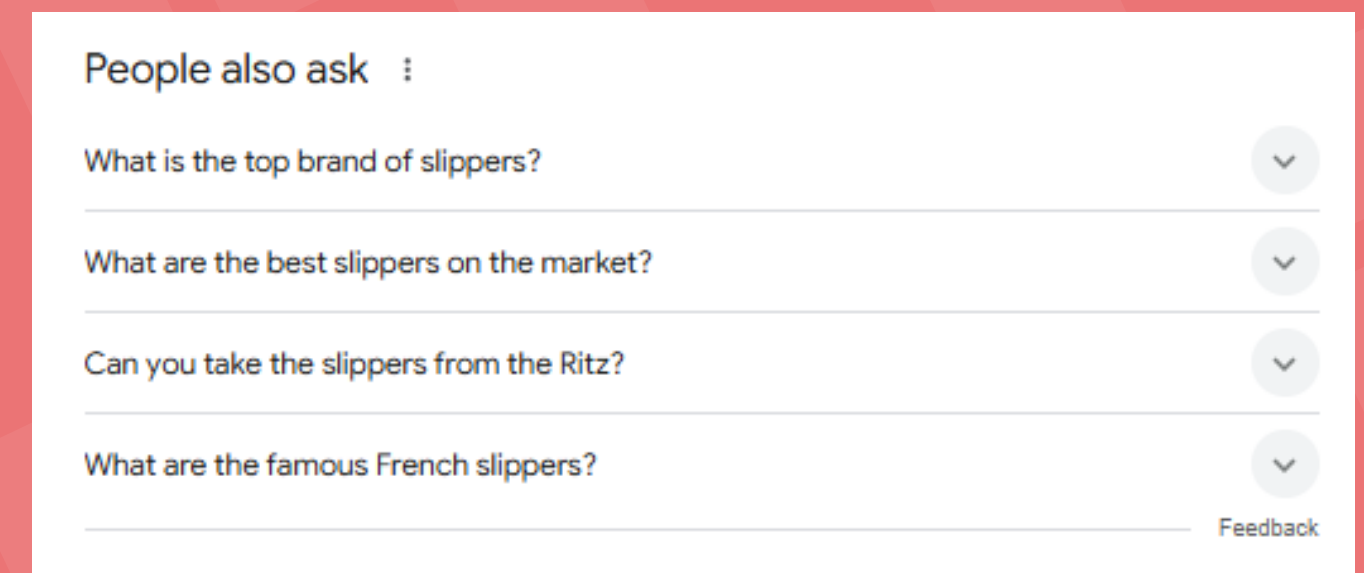
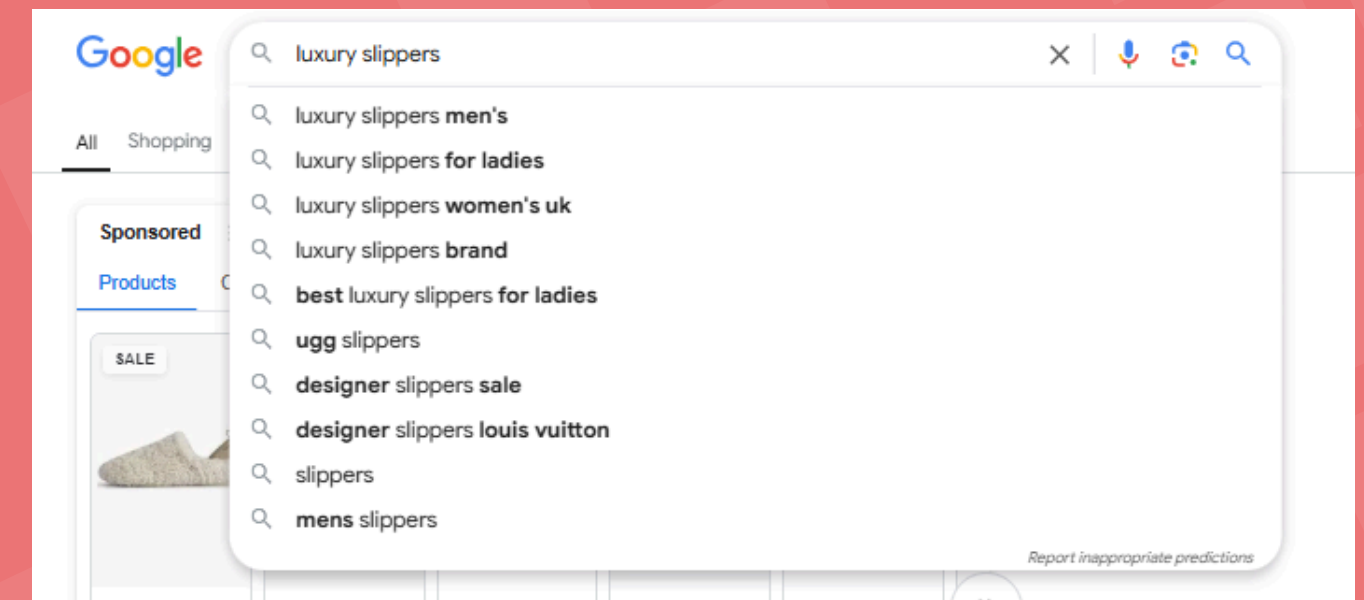
# STRUCTURED DATA AKA SCHEMA MARKUP EXAMPLE



```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "author": {
    "@type": "Organization",
    "@id": "https://seoptimizationservice.com/#organization",
    "name": "SEO Optimization Service",
    "sameAs": "https://www.seoptimizationservice.com"
  },
  "mainEntity": [{
    "@type": "Question",
    "name": "Is SEO difficult?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Difficulty depends on many factors beyond just current technical fluency with websites and search engines. SEO is a consta",
      "mentions": [
        {
          "@type": "Thing",
          "name": "search engine optimization",
          "sameAs": "https://www.wikidata.org/wiki/Q180711"
        }
      ]
    }
  ]
}
```

# KEYWORD RESEARCH & CONTENT STRATEGY

- **USE KEYWORD INSIGHTS TO GUIDE YOUR CONTENT –** *JUST LIKE PLANTING SEEDS IN THE RIGHT SOIL, RESEARCH HELPS YOU CHOOSE THE BEST KEYWORDS THAT PEOPLE ARE SEARCHING FOR. THIS ENSURES YOUR CONTENT GROWS IN THE RIGHT DIRECTION. LOOK TOWARDS KEYWORDS/FAQS THAT GOOGLE SUGGESTS*
- **NATURALLY INCLUDE KEYWORDS IN KEY PAGES –** *SPRINKLE RELEVANT KEYWORDS THROUGHOUT IMPORTANT PAGES LIKE YOUR HOMEPAGE, SERVICES, BLOG, AND FAQs, SO YOUR WEBSITE ANSWERS THE QUESTIONS PEOPLE ARE ASKING.*
- **CREATE CONTENT HUBS FOR DEEPER COVERAGE –** *GROUP RELATED CONTENT TOGETHER LIKE BRANCHES ON A TREE. THIS HELPS SEARCH ENGINES UNDERSTAND YOUR EXPERTISE AND MAKES IT EASIER FOR VISITORS TO FIND VALUABLE INFORMATION.*





# MEASURING & INVESTING IN SEO

- **Track your performance** with tools like Google Search Console (monitor clicks, impressions, and keyword/page data) and Google Analytics (organic traffic numbers).
- **Understand that SEO investments** (domain, hosting, premium plugins) are like fertiliser that boosts your garden's yield over time.
- There are packages, such as with Hostinger, where you can purchase your hosting package (annual fee below £100) and get a free domain, and free access to WordPress premium which contains all of the plugins as well as free email addresses

MOST POPULAR

**Business**

Level up with more power and enhanced features

~~£14.99~~ **SAVE 71%**

**£4.29**/mo

For 12-month term

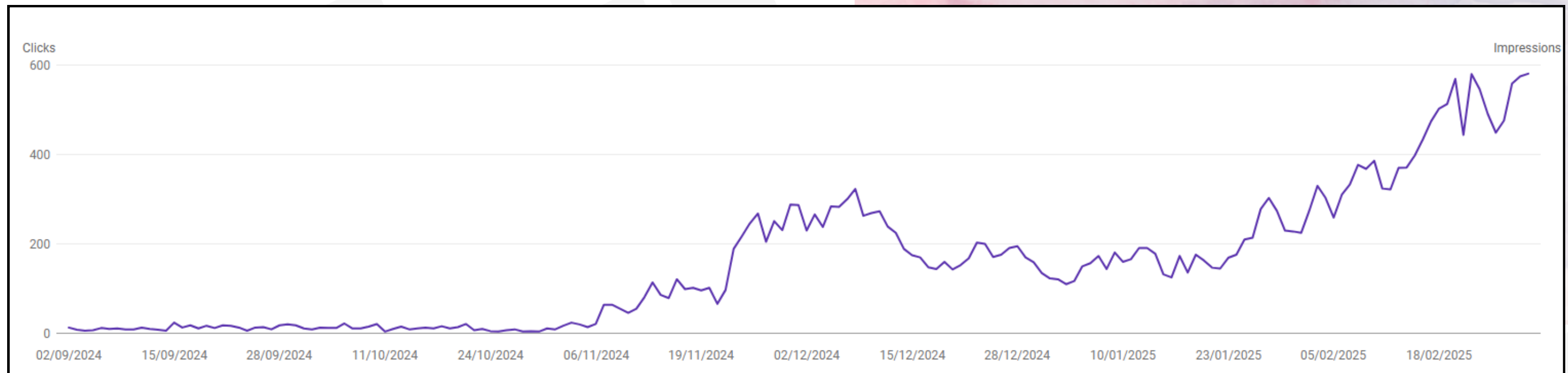
[Choose plan](#)

£13.99/mo when you renew

- ✓ 100 websites
- ✓ Managed Hosting for WordPress
- ✓ ~100,000 visits monthly
- ✓ 200 GB NVMe storage
- ✓ 600,000 files and directories (Inodes)
- ✓ Free pre-built templates
- ✓ Free automatic website migration
- ✓ Unlimited free SSL
- ✓ Free email for 1 year
- ✓ Daily and on-demand backups
- ✓ WordPress vulnerabilities scanner
- ✓ Smart WordPress auto updates
- ✓ Advanced WordPress acceleration
- ✓ Unlimited bandwidth
- ✓ Free domain (£8.99 value)
- ✓ Free CDN
- ✓ WordPress AI tools
- ✓ WordPress staging tool
- Dedicated IP address
- Priority support

# ONGOING GROWTH & STAYING VIGILANT

- **SEO is a long-term journey:** consistent care leads to lasting results.
- **Stay alert to changes** in search engine results (like new Google AI overviews or featured snippet sections).
- **Regularly review your performance data** and adjust your content and strategy as needed.
- **Remember:** *The more you nurture your digital garden, the more it will flourish.*







# YOUR HOMEWORK AWAY FROM SEARCH ENGINES: BE CHARITABLE

“The better of a person that you become away from the field, the better a player you become on the field.”

This is something that sports coaches across the world tell their athletes, and the same is true in anything.

I can bear witness to the fact that whether you win or lose, helping others (charity) makes things easier either way... Just be sure not to spoil your charity by holding it over someone afterwards!



# THANK YOU FOR YOUR PATIENCE & MAY YOUR SEO JOURNEY BE AN EASY AND FRUITFUL ONE

I am happy to answer any questions that you may have over email so please follow up with anything that you need more clarity on.

Karim Mohammed Chehab

pomegranate  
.marketing

pomegranate.marketing  
info@pomegranate.marketing





# RESOURCES

## *KEYWORD RESEARCH*

GOOGLE KEYWORD PLANNER (COMMERCIAL KEYWORDS)

ANSWER SOCRATES (INFORMATIONAL KEYWORDS)

## *LINK BUILDING*

99 FREE BACKLINKS THAT YOU CAN DO YOURSELF

(MAKE A COPY OF THE ABOVE SHEET)

## *GOOGLE AI-OVERVIEW*

PREPARING FOR GENERATIVE AI SEARCH (SHORT EBOOK)

## *LOCAL BUSINESSES*

GROWING YOUR SMALL BUSINESS WITH LOCAL SEO (SHORT GUIDE)

## *BLOGGING*

SEO AND BLOGGING (SHORT GUIDE)

