

The monumental benefit of SEO is organic visibility that leads to increased high quality website traffic. Search engine optimization is customer-oriented and hyper-targeted. While it takes a bit of time to properly optimize your website, the benefits of SEO work long-term. This means if you achieve good search rankings, you can maintain your rankings over extended periods. Search engines assess how user-friendly websites are and they reward positive results by ranking them higher. So, in order to optimize the content of your website for search engines, you actually need to improve the user experience.



Widen Reach And Engagement Through Technical SEO

Technical SEO is not a simple job, but ensuring that your carefully designed content ranks well in the SERPs is essential. To properly optimize for mobile, you must take everything from site design and structure to use of flash and page speed into consideration. As part of a technical SEO review, you need to check and improve your website loading speed as much as possible. A page's description meta tag gives Google and other search engines a summary of what the page is about. An experienced [SEO Consultant](#) will help you to improve your ranking on the search engine while also not exceeding your budget.

Use Content And SEO Together

Websites serving unique content are preferred to those recycling existing data or widely available materials. A great example of this are real estate listing sites. These sites generally syndicate information available elsewhere (via MLS or government sources). However, even

these kinds of sites can move up in the ranking results if they set themselves apart with unique value that others in that category may not have, such as school information or nearby transportation options. Creating SEO content is rarely a walk through the park ... which is probably why 90.63% of pages get no organic traffic. The highest ranking content also tends to be the most popular content. Yes, that means links. But there are other signs of authority that Google monitors: the overall strength of your brand online, mentions of your brand/content on major and niche publications, and even co-citations (the number of times your brand is mentioned on websites near your important keywords). When writing SEO content, it is important to use the exact keyword you are targeting several times and then also to change tenses and pluralization when working in latent semantic keywords. Make sure you use the keyword in your title and in any subtitles throughout your article to make sure both the readers and search engines know what they are reading. Unless you want to become a [B2B SEO Agency](#) yourself, there is no point in spending your time trying to keep up with Google's changes.

SEO Competitor Analysis: How To Know What Makes You Different

One of the top UK SEO Consultants, Gaz Hall, believes: It's common knowledge that the better you understand your competitors, the better chance you have of beating them. It's important to keep in mind that your biggest market competitor might not be your biggest SEO competitor. Smaller companies can have excellent SEO and punch way above their weight class in the digital world. For newcomers especially, it can be difficult to differentiate your brand against established players in the space with SEO. Keeping your eye on the ball when it comes to your competition is incredibly important to make sure you don't get blindsided. And it's not just your closest rivals you need to monitor, it's the wider marketplace and your consumers. Otherwise, you might be taken by surprise by a plucky newcomer. There are many different things a [Professional SEO Service](#) can do for you.

Productive Keyword Research

Keyword research is the fundamental first step for content creators when deciding what content to create. Performing keyword research allows you to check the phrases and keywords that searchers are querying for and their corresponding search volumes. Higher the search volume means more people looking for information on that topic and hence creating content on that topic is a good way to attract traffic to your site. Long-tail keywords tend to be easier to rank well for than the more generic or single- or double-keyword phrases, mainly because there is less competition. Use keyword research to identify content for each stage of the buying cycle. Your audience will appreciate content that's useful throughout the entire sales process. Many people make the mistake of creating content that only targets the purchase stage. But you need to create content that gets new customers if you want to grow your customer base. If you have an online store, your product names are

an ideal starting point for long-tail keyword ideas. Make sure you target wording that people would use to describe your products conversationally. For example, if you are selling cars, it's best to use "cars" in place of "automobiles" in any long-tail keyword. With a [SEO York](#) ensuring the success of your online marketing program, you can focus your attention back on running your business.

SEO Statistics And Facts

Although search engine optimization can be a daunting task, rest assured that its importance outweighs the efforts needed to implement relevant strategies. To start you off on your endeavors, we bring you some fascinating SEO stats.

- *Around 8% of search queries are phrased as questions.*
- *73% of in-house marketers and 76% of US agencies said SEO provides an excellent or good return on investment.*
- *There are more searches on mobile than on desktop.*
- *About 45% of global shoppers buy online and then pick up in-store.*
- *The average cost of buying a link is \$361.44.*
- *68% of online experiences begin with a search engine.*

SEO is a very competitive industry, and the work quality of a professional [Antique Rocking Horses](#) is essential.