

SEO: A marketing Technique that Adds value to Small Business

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What is SEO?

Search Engine Optimisation, commonly known as SEO is the practice of enhancing the quantity and quality of traffic to your website via organic search engine results.





Tactics Involved in making a site SEO Friendly

Effective strategy for your small business as per the experts delivering top-notch digital marketing service are:

- **Selecting right website domain name** - Choose relevant, easy and reputable domain name.
- **Knowing right SEO methods & tactics** - Know which tactics should be used and which one to avoid. Use
 - [White Hat SEO Services](#)
 - [Black Hat SEO services](#)

And avoid Grey Hat SEO

Effective strategy for your small business as per the experts delivering top-notch digital marketing service are:

Use of keywords, meta Tags, and title etc -

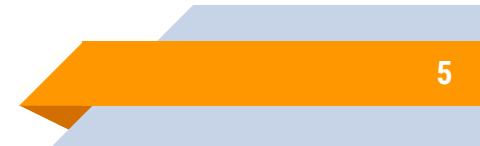
Use main keyword or title you want to rank for

Use effective strategy - Link building, link roundup & mobile SEO.

Incorporation of SEO friendly design & layout - Include user friendly design and layout for your website.

Optimise page URL - Customise URL of every page on your website.





Effective strategy for your small business as per the experts [delivering top-notch digital marketing service](#) are:

Optimise images - Customise the name of every image on your webpage.

Submit sitemap - Directly communicate to Google that your website exists and submit all the pages on it.

Encourage trust worth links - Allow trustworthy external links to redirect to your page.

Internal links - Provide links to other pages in your website.



Steps involved in SEO

The steps involved in SEO process are:

- 1 Keyword research
- 2 Competition analysis
- 3 SEO audit
- 4 On page & off page optimisation
- 5 Measurement of results





Importance of SEO

Some of the benefits of SEO are as follows:

- Increases in traffic** - With analytics and digital tool, you will see drastic increase in the traffic to your website.
- Higher credibility** - The goal of SEO is to establish a strong foundation for a website that is easily visible in search engine thereby building trust and credibility of the brand.
- Better ROI** - Higher conversion rate is another benefit of SEO that cannot be matched by any other form of digital marketing.

Effective strategy for your small business as per the experts delivering top-notch digital marketing service are:

Access to wide variety of data - You can get easy access to customer data. You can also discover new products to expand just by looking at keyword data and seeing what your customers are searching for.

Pocket friendly - SEO is the budget friendly advertising option that will definitely give you gift in return.

Take your business to the next level - On obtaining high search ranking, giving you more traffic and helping you expand your business.





Conclusion

If you need help in optimising your search engine, consider taking help from organisation delivering exceptional digital marketing services.

THANK YOU!

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