



Why we Love SEO?

SEO (*Search Engine Optimization*) is the process of improving the visibility of a website in search engines (GOOGLE). SEO is the great way to increase the quality of a company's website by making it user-friendly, faster and easier to navigate once the visitor lands on the homepage.

Why SEO is important in your Business?

Today's competitive market, SEO is more important than ever. Per day millions of users look for answers to their questions or for solutions to their problem, SEO serve these users easily and efficiently. Without SEO, it is difficult to increase website traffic. SEO the best way to major your website rank in search engines. If you have a good rank in search engine it means anyone can easily reach your website and contact you. Good SEO offers the best ROI (Return on investment) of any of your online marketing option.



SEO is important as we are living in the digital age and internet has become an integral part for small businesses. SEO provides a cost-effective marketing solution for small business which increases brand exposure and eventually increases their business performance.

*If your goal is to use your website to market a product or service, there is no doubt that **SEO** is your best course of action.*

On page Optimization, Off page optimization

On page optimization

The first step of search engine optimization technique used to maximize the website performance in search engines is to target keywords related to **on-page content**. It means optimization of keywords content, HTML errors, HTML optimization and all other optimization working on the website.

Off page optimization

Off page optimization refers to optimization done external to the websites, which mainly considered as **link building** and increasing popularity among the visitors. It involves getting more of back links via various link building strategies for a particular keyword to your website.

SEO Tools

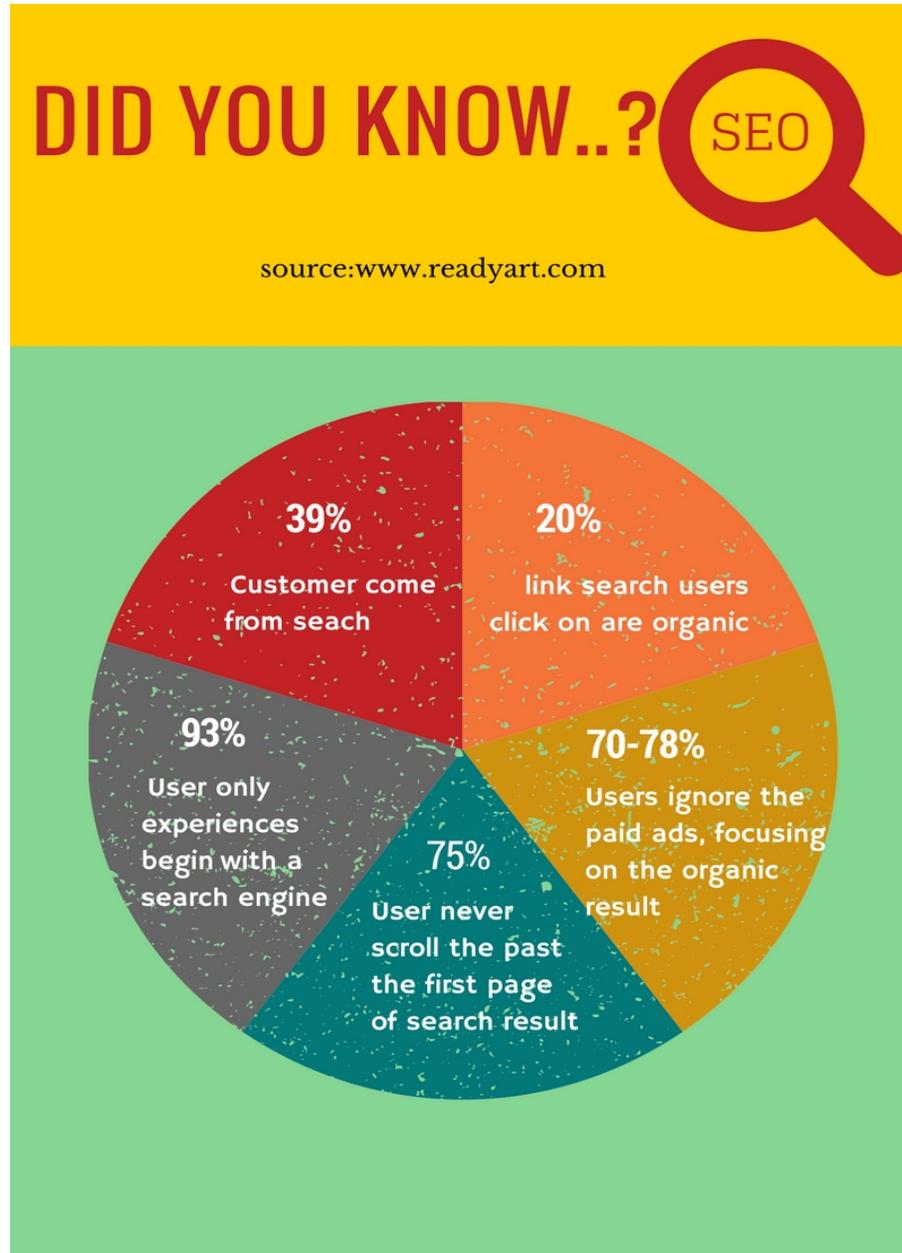
SEO tools are important for the success of any website. SEO tools not only provide complete keyword details but also allow you to analyze your competitors. To reach the top of the SERPs (*Search Engine Result Page*) and stay there, your website must be using key SEO tools. If you do manually it will take months to benefit your site in search engine. But through different top SEO tools, you can achieve results in few days.

- ❖ Keyword analysis
- ❖ Rankings
- ❖ Content Ideas
- ❖ Link Building
- ❖ Link Removal
- ❖ Technical SEO

SEO Tools

The Growing Importance of SEO:

The Search Engine Journal compiled a list of 24 surprising SEO statistics. A few of the most noteworthy were:



SEO is a long-term investment, PPC is expenditure

PPC (Pay per click) need to invest money, SEO (Search Engine Optimization) need to invest time. SEO needs little Technical and Marketing strategies to rank website, blog in top of search engines for keywords. A well implemented SEO strategy is long lasting, PPC only work while you keep paying bills. Also, though good SEO work many of your clients have far exceeded their web traffic expectation and no longer need to spend money on PPC. A good way/analogy to think about it is the difference to buying and renting house, rent money is down the drain while paying a mortgage and buying a house is investing in your future. The same true of SEO, whereas PPC is only a short-term gain and really money down the drain, that's why we love SEO.

(Source:www.ludismedia.com)