

Search engine optimization (SEO) is the single most important marketing channel for a small business, and if you're not investing in it today you need to be. SEO will increase your sales without proportionately increasing your marketing costs, thereby growing profits exponentially and over time. Many people know of "higher rankings" and "more traffic" as benefits of SEO, but the advantages go far beyond these. That's because SEO involves a holistic website marketing strategy.



Optimize The Technical Aspects Of Your Site

Always know your website's technical SEO needs. Whether it's problems that have been on the site for years, new opportunities, or something that just "broke" this month, your technical SEO dashboard displays every technical SEO area that needs your attention—and exactly what to do about each. Page load times, page speed, and responsive design all impact your organic rankings. Making your site friendly to search engine crawlers also requires that you put some thought into your site's information architecture (IA). Technical SEO is about applying best practices in a manner that works for your platform, CMS, and business objectives. A [SEO Consultant](#) knows that content quality and user experience are the most important elements of search engine optimization.

Create Consistent Content

SEO content comes in many forms. There isn't one right way for an SEO content creator to create content. A well-presented page will have an easy-to-read, accessible design, and will make its primary content easy to find. In contrast, poorly presented websites require the user to wade through introductory or unrelated material to access meaningful content. Everyone's heard the famous phrase: content is king. And businesses that live online likely know how important content can be for search engine optimization. But how do you get good content for better search traffic? Creating blog content that ranks requires two things, originality and relevance. Originality is the easiest of the two to achieve. Relevancy requires more

consideration. The range of services of a [Professional SEO Service](#) includes both off-page and on-page SEO optimization.

The Importance Of Comparing Yourself To Your Competitors

Competitor analysis is a broad term that encompasses many subprocesses and methods. Undergoing a full, comprehensive analysis too frequently can be time-consuming. It's a resource-intensive process that's best reserved for select times when you're (re)designing the whole campaign. Your competitive analysis framework compares your company's performance against your competitor. It gives you a comprehensive understanding of your opponent. It's always a good idea to monitor the competition after Google rolls out a core update, especially if you saw significant movements in rankings, up or down. Analyzing the competitive landscape will help you identify your competitive advantage. Maybe it's lower prices or promotions that attract new customers—but remember that this type of strategy can be copied by your competition and might not be viable in the long run. Make sure that your [SEO Consultancy](#) knows what search engine recommendations are.