

# 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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