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People who do business on the web frequently hire SEO services USA to assist in optimizing their websites for the search engines. This is in itself a worthwhile investment but many times you donâ€™t get your moneyâ€™s worth because you donâ€™t realize any increase in revenues. In such cases it is like that something crucial is missing from your marketing efforts.

Search engine optimization positions your website such that it becomes accessible to more people. This is akin to locating your shop in a prime location with plenty of pedestrian traffic; the good location will pay off in the form of increased visitors to your shop and which is what SEO does to your website. The problem however is when these people walk into your shop and leave without buying anything or they buy once and never return. If that is your fate then it generally means that your positioning efforts are wasted.

The key to success in business is to ensure that most of the people who visit your shop become customers and the same applies to web-based business. The reason why your marketing efforts are coming to naught therefore is because you are not convincing the visitors to stick around long enough and do business with you.

Having pointed out the problem, what then is the solution? It is quite simple; what you have to do is make sure that more of the people who visit your website subscribe to what you are offering or perform such actions that are profitable to you like clicking on sponsored links. Assume that about 2% of all people who view your website actually become customers. This percentage is what is referred to as the conversion rate. If you can increase it to 4% you will have doubled your conversion rate as well as your revenues. Imagine if you could raise your conversion rate to 40% or 50% - that would make you really successful.

SEO services USA companies have come up with a number of techniques that can help you to increase your conversion rates and such techniques are collectively referred to as Conversion Rate Optimization (CRO). These techniques are many and varied and each day new ones are created. However, it is important to point out that conversion rate optimization does not equate to hard selling. By all means avoid hard selling techniques that tend to cajole visitors to do what you want them to because such attempts will have the opposite effect.

You in effect need to hire a reputable SEO services USA firm to design CRO strategies that are suitable for your business because each business is different. Ensure that the SEO services USA provider engages only in ethical SEO and CRO techniques because there are many that donâ€™t and if you work with them your business is likely to suffer in the long run.

In conclusion therefore it is clear that traditional SEO, while being useful for positioning your website for traffic, is not enough because you still need to convert that traffic into revenue, and to do so you must employ CRO.

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