# Article Side

Is SEO worthwhile? by Umesh Ramidi

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Let me ask you this question in a simple way, are you able to increase your online business ROI using only flyers, banners and business cards? Today internet is one of the biggest market for any business over the world, and still growing fast with lots of new innovations. Is SEO worthwhile in this situation? Studies show that this situation remains the same for next few decades. Online business services like buying or selling a product or service online is one of the important innovations from this market. To compete in this growing online market and for attracting the customers businesses or organizations needs to be available for their customers 24X7. It should not be like a store on street, which opens for a limited period of time. The offline store or a store on street can be advertise in a very simple way using flyers, business cards and many more, but there is a limitation of area.

As you know making a website or online store is enough to attract your potential audience towards your online store. Yes it is important to have well designed website or online store.  Let me tell you the real fact in everyoneâ€™s life whether you are a male or female, a single good looking and beautiful lady in crowd attracts men and vice versa. But there is a very important point on which we have to think, the lady attracts only when it is visible in that crowd. This real situation is same 100% applicable to your business or organizations website also. If your designed or creative website is visible then only your designing work is wrathful otherwise your whole work and time is wasted. Optimization is the process of adding visibility to your website or online store. So that youâ€™re well designed and creative website is visible to your targeted audience or customers.

As your beautifully designed website or online store got the position in between one to ten on first result page of search engines, natural organic traffic to your store increases automatically. 2011 analysis report from internet industry reveals that 75% online businesses increasing their return on investment through natural organic search.  It is very sensible decision for any online business to target natural organic search queries and become visible over the search engine result page.

As per the above discussion my personal opinion is, SEO is much more wrathful for all kind of businesses whether it is a small business, local business or e-commerce business. As no two businesses are exactly same, they also need the different SEO strategies and different SEO views also. The SEO prices also vary depends on the businesses needs. As per the local industry survey conducted by brightlocal.com reports 76% of SEO consultants charge less than $500 for Google Places optimization, 64% of SEOs say it is easier or much easier to convince local businesses of the value of SEO, 82% of local SEOs expect to grow their business in the next year.

Some of the terms related to the term search engine optimization are:

SEO Company

Search Engine Optimization Company is a place where the group of professionals works together to achieve the goal of web page ranking.  It is very important for you to choose good SEO Company while optimizing your online presence, who studies your business or organization objectives thoroughly.

SEO Consultants

Search Engine Optimization Consultants are the â€œoptimizersâ€•, they professionally implement the SEO techniques as per the business requirements. The ranking of your website or web pages is totally

depends on how SEO consultants implement their optimization techniques. Implementing these techniques needs experience because all the business are different in their business objectives and needs. The consultants should to understand your business and discover the easiest way to increase traffic on your website.

SEO services

Today search engine drives the majority of internet traffic, so many web solutions related companies offer these services for their clients, the components they covered in these SEO services include all the factors related to on-page optimization, off-page optimization. Study shows that on-page optimization has only 20%-30% effect on page ranking and remaining 70%-80% effect will be of off-page optimization.

SEO packages

The results will take some time to show, it may vary from a month to 3 months. So the search engine optimization work is done on monthly basis by many SEO Companies in the market today. They offer some packages for their clients. These SEO packages vary based on your website size and target. It is totally depend on your business type, that which package you have to choose for your business.  Whether you have small or medium scale business, e-commerce business, local business and many more in this business category.

As the number of potential internet users is increasing day by day, each and every business is concentrating on them. To attract these internet users SEO Companies offer SEO for Businesses services for all kinds of businesses in market.

The bad news from small business is that about 80% of such kind will closed within a year because of low traffic. To increase the traffic they need very powerful SEO strategies. Same is for e-commerce businesses, today e-commerce businesses are increasing rapidly to survive in this demanding market your e-commerce business will be at top. Local businesses has the very good impact of local natural organic search, if your local businesses is listed in between 1-10 on search engine result page then it is very beneficial for that business.

As a result SEO is very worthwhile and effective for all kind of business todayâ€¦.

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Umesh Ramidi - About Author:
9seos is known as the natural organic SEO service provider company in uk. By applying natural organic optimization strategis 9seos will help businesses, agencies and organizations to increase their position in search engines.

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