Article published on July 4th 2012 | Seo

Search engine optimisation (SEO) is a powerful online marketing technique. It is also a cost effective marketing strategy where you do not have to spend hefty amounts in advertising on popular websites or generating traffic through the pay per click services of search engines. For an affordable fee, SEO professionals analyze websites and accordingly modify them to help search engines detect and index the contents so that they can be easily found in the search engine results.

Advantages Of Search Engine Optimisation

Improve Visibility

When a person enters a query term in the search engine, he/she will be greeted by millions of results. However, the results displayed on the first one or two pages are relevant for the searcher. Search engine optimisation ensures that your website is optimized for the search engine and it enjoys a high search result rank for query terms relevant to your website.

Get Targeted Traffic

Merely increasing traffic to a website is not the sole aim of search engine optimisation. By applying appropriate SEO strategy, SEO specialists make sure that the website is receiving targeted traffic. Through proper research, they insert appropriate keywords in the content of the webpages to improve the visibility of the website for search terms or phrases that potential customers are likely to enter in the search engines. Hence, if you are selling health insurance in Birmingham, the correct SEO strategy ensures that only people searching for health insurance in Birmingham visit your website.

Retain High Page Ranking For Long Term

Once a webpage attains a high page ranking in the search result page of a popular search engine, it remains in the top position for a long time. Unlike pay per click services that display your website on the first result page as long you pay for the advertisement, a website featured in the result page through SEO campaign attracts traffic for a prolonged period.

Increase Revenue

Businesses, especially small businesses, when operating in the cyberspace depend primarily upon the search engines for targeted traffic. Therefore, the higher is the rank of your website in the search engine results for relevant search terms, the greater is your chance of receiving potential customers. Moreover, most people believe that only prominent websites feature in the top search result pages of Google, Bing and Yahoo. Customers referred by search engines tend to revisit a website that meets their needs repeatedly, thereby creating a loyal clientele base for your products and services.

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Article Keywords:
Search Engine Optimisation

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